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EDITOR & PUBLISHER



CHICAGO SUNDAY
TRIBUNE
1854

The Oldest Publishers' and Advertisers' Journal in America

1919

MAR 1 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

\$3.00 a YEAR

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NEW YORK, SATURDAY, MARCH 8, 1919

10c Per Copy



FRANK KING

KING COMICS

Daily and Sunday

HONEST, homely humor has won Frank King a wonderful following. For years his Page of Fun has been one of the most popular features of The Chicago Sunday Tribune. Some part of it always carried a smile for everybody. The RECTANGLE, with whimsical phases and sidelights on current public questions and movements, the trials and tribulations of the neighbor car owners in GASOLINE ALLEY, the delicious nonsense in OUR MOVIES and SCIENCE FACTS, the keen, common comedy in RUBBER STAMPS, THE LITTLE PET PEEVE, and And So Forth, made this page a weekly delight to Tribune readers. Clean, bright, and clever, they brought sunshine into homes and diluted the deadliness of the commonplace with a tincture of humor.

Hitherto the King Features have been only syndicated in page form. Now, under our new arrangement, it is possible to get a half page feature for Sunday—THE RECTANGLE—and one other feature for the other six days of the week. This novel series gives you a big stellar attraction for your Sunday issue, something different for every day in the week.

It will not take your readers long to like King, because regular folks recognize him right away as something worth while. And one more smile with every copy is about the biggest thing you could offer nowadays, isn't it? If you are not acquainted with King, send for sample sheets and rates right away—before somebody else gets him in your territory. Address

SYNDICATE DEPARTMENT

The Chicago Tribune

In Cleveland, Ohio

during the recent annual Automobile Show, advertisers once more indicated by their liberal patronage the newspaper which ranks FIRST in returns.

THE CLEVELAND NEWS

on February 19th published more display

Automobile Advertising

than was carried in the Show number of any other Cleveland newspaper this year.

Here's the Story in Figures

The Cleveland News published 64,344 lines.

1919 Show Numbers vs. 1918

(Gains and Losses expressed in agate lines.)

The next largest show number published by a Sunday newspaper, carried 63,560 lines.

The News GAINED 8,456 lines, or 15%.

The News' excess over the Sunday Plain Dealer was 784 lines.

The Sunday News-Leader GAINED 10,892 lines, or 24%.

The Show number published by the other evening daily newspaper (the Press) carried 19,614 lines.

The Sunday Plain Dealer LOST 7,056 lines, or 10%.

The News' excess over the Press was 44,730 lines, or 228%.

The Press LOST 70 lines.

In Cleveland The News is the only daily Evening Newspaper having Associated Press wire service.

Both The News and The Sunday News-Leader are members of the Audit Bureau of Circulation. The News is the only Evening Newspaper Member in Cleveland.

There is no guesswork—you know what you get for the money you invest in the advertising columns of these newspapers.

When you want to know anything about the circulation of The Cleveland News or The Sunday News-Leader, aske the A. B. C.

When you want to know anything about the Cleveland, Ohio, territory, write to the Research and Promotion Department of

THE CLEVELAND NEWS

The Sunday News-Leader

250 Fifth Ave.,
NEW YORK.

Maller Bldg.,
CHICAGO.

PAUL BLOCK, Inc.

Kresge Bldg.,
DETROIT.

201 Devonshire St.,
BOSTON.

Foreign Advertising Representative



AMERICA'S MOST BEAUTIFUL WOMAN

Miss Edith Hyde

Will Tell Her Beauty Secrets Through N. E. A.

A committee consisting of James Montgomery Flagg, Howard Chandler Christy, Harrison Fisher and Penrhyn Stanlaws recently awarded The GOLDEN APPLE OF BEAUTY to Miss Hyde.



The Newspaper Enterprise Association

(A SERVICE, NOT A SYNDICATE)

Cleveland, Ohio

You can
at one cost
reach the greatest number
of possible consumers
in the Philadelphia territory
each day
by concentrating
in the newspaper
“nearly everybody reads”

The Philadelphia Bulletin

February 450,696 *Copies*
Circulation *a Day*

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is the third largest in the United States.



EDITOR & PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 51

NEW YORK, SATURDAY, MARCH 8, 1919

No. 39

LOAN ADS TO FEATURE SOLDIER IMMORTALS

Advertising Experts Make Selections—Government Bears Cost of Preparing Official Copy and Local Committees Will Sell It to Merchants.

WASHINGTON, March 5.—"America's Immortals" will be featured in the ad copy of the Victory Liberty Loan.

Ten of the most heroic exploits of American soldiers in France have been selected for illustration and display copy for newspapers.

The choices were approved unqualifiedly by a group of advertising experts who met here on Saturday at the Treasury Department and preparation of the copy for distribution was ordered rushed so that every Liberty Loan committee and other agency to be enlisted in the admittedly difficult campaign in April will have them available.

Present at the conference were Joseph W. Appel, advertising manager of Wanamaker's New York house; Robert Tinsman, president of the Federal Advertising Agency; H. C. Brown, sales manager of the Victor Talking Machine Company; W. A. Patterson, editor of the Western Newspaper Union, and Frank R. Wilson, director of publicity of the War Loan Organization of the Treasury Department.

Gable and Wilson Supervised

B. F. Pope of the New York Liberty Loan Committee, and G. E. Gable of Philadelphia submitted copy on the loan ads. Mr. Gable and Director Wilson supervised the preparation of the "America's Immortals" ads.

The copy is to be distributed through the Western Newspaper Union in the same manner as the Wilson, Baker, McAdoo, and other ads of the Fourth Liberty Loan. The Government bears the cost of manufacture and the Liberty Loan committees underwrite the sale of the ads to local merchants.

The ten "America's Immortals" ads were made possible through cooperation between Secretary of War Baker and Secretary of the Treasury Glass. Acting on the suggestion of Mr. Wilson, Secretary Baker cabled to General Pershing to send details of 100 acts of American heroism. The Commander of the Expeditionary Forces assembled the board of officers which handled the recommendations for Distinguished Service Crosses and Medals of Honor, and the most representative "Hundred Stories of Heroism" were sent to Washington.

Out of this group Mr. Wilson selected ten. The copy will carry tablets on the official citations for the particular act of heroism, and the artists have endeavored to visualize it.

Bennett Executor Resigns

Resignation as an executor of the James Gordon Bennett estate was filed in the Surrogates' Court, New York, on March 5, by Eugene Higgins of Paris.

IMPROVED APPARATUS SPEED WORK OF NEWSPAPER PRODUCTION

Greater Efficiency of Present Equipment Effected by Concentration Permitted by Lack of New Basic Inventions—Some Model Lay-Outs

With the war ended, and factories consequently relieved from at least a large part of the Government work they have been doing during the last few years, manufacturers of mechanical equipment for newspaper plants again find themselves able to turn their attention to the demands that have been accumulating.

While munitions activities engaged their attention the demands of the publishers have been accumulating, awaiting the time when inventors, mechanics and producers could give them more time. Both manufacturers and consumers have realized that for a field which has always shown great activity in the appearance of new appliances tending to facilitate and increase newspaper production, the newspaper mechanical field has simply been marking time.

Publishers and manufacturers alike have sensed keenly that there were many devices that needed improvement, that there was ample scope for their development, as well as for new inventions that would aid in getting out the newspapers. Now that the war is over inventors have again begun to present their new ideas, as indicated by the special report on the activities of the United States Patent Office which EDITOR & PUBLISHER presents in another column, and the year of peace upon which the country has entered promises to produce a large number of useful appliances, saving both time and money and leading to a more finished product.

In the meantime, however the lack of new devices has not been without its direct benefit. Heads of departments, unhampered by installation of new machinery, have turned their attention more than ever before to improving the efficiency of that which they already had on hand, and not a few newspaper plants have been permanently benefited thereby. The trend that their thought has taken is apparent in the many inquiries on how existing plants might be improved, and the search for new and practical ideas that might be applied to the saving of time and of financial expenditure.

One of the most earnest inquiries has been how a composing room could be arranged so that there should be the least possible waste of effort in performing the work that comes to it, at the same time producing the greatest speed consonant with good performance. Publishers of small papers, not unnaturally, have been the most concerned with this problem: For their information, then, EDITOR & PUBLISHER has obtained an article which is the latest word on this subject, and which pre-

sents in diagram and in written description a model lay-out for a composing room for a small paper. Confirmation to the plan it discloses will send the work forward without lost motion and achieve the best results in the shortest possible time.

Electrical control and its practical application is another matter that has been of great interest. Indeed, so much so that a number of chief electricians on newspapers met in New York this week to discuss this and no other subject, each determined to learn from the others exactly how they worked their electrical plants for the best results. One of the foremost of them has written for EDITOR & PUBLISHER a description of his own plant, telling with minute attention to detail how every part of it functions. Excellent must be the newspaper outfit whose head cannot profit by its reading.

Among the other departments of newspaper work, the photo-engraving has long been a source of annoyance and waste motion. It has been said that in it more time is lost because of delays between the various operations than in any other part of the paper. The chart describing the model lay-out for a modern photo-engraving plant, and the descriptive article that accompanies it, which appear in another column, were prepared especially for EDITOR & PUBLISHER by one of the foremost men in that line. By the process he describes the work proceeds without lapse of time or waste of motion, travelling in a circle until finally the finished product is presented to the hand of the superintendent of the department, right at the point where it made its entrance.

While there have been no new fundamental devices created for the pressroom during the past year, there have been a number of improvements that make for better and swifter production of the printed page. Some of them are noted in this issue of EDITOR & PUBLISHER.

It is encouraging, especially in the light of the optimistic statistics on newspaper advertising for the first month of the year, and the confident forecasts of still better business to come during 1919, heretofore presented in EDITOR & PUBLISHER, to find that manufacturers of mechanical paraphernalia for newspaper plants are looking forward to a better and bigger year than ever before. All the makes of type-setting machines are in great demand, and the companies manufacturing them are put to their utmost resources to turn out the supply already ordered.

The one stumbling block seems to be the uncertainty of the labor condition.

CLOSE CRUCIAL PERIOD ON PAPER PRICES

Discussion of Summer Months Barred in Newsprint Hearing, Which May Begin Wednesday, and All Canadian Findings Probably Barred

WASHINGTON, March 6.—It is probable that the newsprint manufacturers and the newspaper publishers will appear before the Federal Trade Commission next Wednesday in the matter of the appeal to the commission for an investigation into the cost of newsprint. The preliminary hearing, for that is what this will be, will be confined to discussion of the scope that the inquiry will take, and to just what period costs and prices shall apply.

The commission has decided definitely that it cannot reopen the inquiry to cover the time prior to August 1, 1918, holding that this is a matter that can come only before the Judges of the Second District Circuit Court, since they acted as arbitrators on costs and prices covering the period which now again becomes a matter of dispute between manufacturers and publishers. The members of the commission are now concerned over the question whether or not they may properly allow any new proceedings covering any time prior to August, 1918.

Absolute April-July Denial

The position has the effect of a complete denial of the application of the publishers for a reopening of the hearings covering manufacturers' costs during April to July, 1918, with a view to obtaining a revision and possibly a reduction of the supplemental prices for those months on the ground that the Canadian hearings developed that the Federal Trade Commission had erred in its original conclusions.

The decision of the commission bears out the impressions drawn by EDITOR & PUBLISHER from the attitude of Commissioners Murdock and Fort at the hearing here on February 11 that they were not favorable to a hearing of the April-July prices. At that time those commissioners left little room for doubt that they did not believe they should go behind the Attorney-General's letter which urged an inquiry into prices from August 1 on. They now hold they cannot properly go back that far, and that if any new inquiry is begun it must concern itself entirely with costs and prices dating from December 27. This position, if maintained, would destroy the whole purpose of the publishers' application.

Faris Made I. N. S. News Manager

Barry Faris has succeeded E. L. Pratt as news manager of the International News Service. Newton C. Parke, who has been at the front for the I. N. S., will hereafter be Mr. Faris's assistant in the New York office.

MORNING NEWSPAPER RATES AND JOB OFFICE- BIG AID TO A NEWSPAPER

Two-Page Tabulation in This Issue of EDITOR & PUBLISHER Affords Concrete Information of the Greatest Value to Space Buyers

IN the tabulation appearing on pages 26 and 27 of this issue the morning newspaper field in the United States is surveyed and concisely summarized. By grouping the States in eight recognized major market divisions, following the method used in analyzing evening newspaper circulations and advertising rates in *EDITOR & PUBLISHER* of last week, space buyers have before them the essential facts and figures upon which to base plans for campaigns in the morning newspapers—either for a State, a territorial market group of States or for the entire nation.

This tabulation should be used by space buyers in connection with the complete list of daily newspapers arranged alphabetically by States, with their minimum agate line advertising rates and their circulations, published in *EDITOR & PUBLISHER* of January 11, together with the tabulation summarizing this information by States in the issue of January 18.

A Study of the Western Territorial Group

The space buyer who is planning a campaign in the morning newspapers of the Western group of ten States may, by reference to this table, ascertain the population of each State in the group—the total reaching 8,661,760—the number of morning newspapers in each State (subdivided into seven circulation groupings) reaching this population—the total being seventy-six. He will ascertain that the joint ad rate for fifty-one of these papers, having circulations below 5,000 (and averaging 2,389) is .7754965, or a trifle more than seventy-five and a half cents. This means, as he will see, a joint line rate per thousand of circulation in this group of .0070754, or a trifle more than seven mills. He will find that this is somewhat higher than the average line rate per thousand of circulation for all of the morning papers in the country in this circulation classification, the latter figure being .0060694.

Continuing with his analysis of the morning papers in the Western group of States, the space buyer will find that there are seven in the second circulation classification, from 5,000 to 10,000; that these average 7,889 copies; that the joint rate per line is .1950041; that the joint rate per line per thousand of circulation is .0035173, as compared with an average rate per line per thousand for the whole nation (in papers of same circulation class) of .0023815. Taking up papers of 10,000 to 20,000 in the Western group—there are eight with circulations averaging 14,584—he will find the joint line rate to be .33, or .0028227 per line per thousand of circulation, which again is higher than the average rate for papers of this circulation for the whole nation, this rate being .0024603.

A Low Rate in This Group

There are four papers in the 20,000 to 50,000 class, and they average 35,908 copies. The joint rate is .285; joint rate per line per thousand of circulation, .0020144. Heher we find the rate per thousand in the Western group lower than the average for the fifty-eight papers of this class in the nation. This average rate is .0020424.

There are five papers in the 50,000 to 100,000 class in the Western group with circulations averaging 72,383, a joint advertising rate of .6425, which means a line rate per thousand of .0017406. This rises above the national average rate per thousand for the thirty morning papers of this class .0016121.

There is but one morning paper in the Western group above the hundred thousand mark in circulation—the

figure is 123,892; and the line rate is .125; line rate per thousand of circulation, .0017152. This is somewhat higher than the average line rate per thousand for the twelve morning papers of the nation in the same circulation class (100,000 to 300,000), this average rate being .0016725.

The same comparisons may be applied by reference to this table to each of the eight market groups or to any one State.

Interesting facts appear in the summaries of this tabulation. For example: In the nation there are 133 morning papers of less than 5,900 circulation; the average rate per line in these papers per thousand of circulation is .0060694. There are seven morning papers in the above 300,000 class, and the average line rate per thousand of circulation in these papers is .0009349.

In the next issue of *EDITOR & PUBLISHER* there will be presented a similar analysis of circulations and advertising rates of Sunday newspapers.

RESTORED TO GOOD STANDING

American Correspondents Annul Suspension of Herald Man in Paris.

PARIS, March 7.—The suspension of the correspondent of the New York Herald by the American correspondents here on alleged failure to observe the strict stipulation of confidence imposed upon all the correspondents at their conference with President Wilson has been annulled.

Certain representations were made to the delegates by the committee of the correspondents, which restored him to good standing without prejudice.

"Conspiracy" Indictment Appealed

At the time *EDITOR & PUBLISHER* went to press the Appellate Division of the Supreme Court in Brooklyn was hearing an appeal by the Publishers Association of New York against a decision recently handed down by Judge Benedict to the effect that the members' refusal to supply a newdealer with papers, because he was alleged to have "boycotted" the Hearst papers, is unlawful conspiracy.

Palmer Sworn In

WASHINGTON, March 5.—A. Mitchell Palmer, owner of the Stroudsburg (Pa.) Times-Democrat, was sworn in to-day as Attorney-General of the United States.

Stimulates Public Interest in Its Parent Publication, Helps All Departments, Is Source of Substantial Income and a Booster of Circulation

By E. J. ABERLE,
Manager Job Printing Department,
Brooklyn Daily Eagle.

Is there a single newspaper in the country without its own job printing department that hasn't, at times of great pressure, devoutly wished for it; an efficient auxiliary force that could be commandeered to the limit and accomplish the impossible? The Brooklyn Daily Eagle has such a plant. The foresight and decision which at once set about establishing it have never ceased to be a cause for congratulation. Not only has the department grown so that it is the largest of its kind in the East, but it has risen to almost impossible heights of efficiency under the pressure of some urgent need for the honor of the newspaper. It has been a successful enterprise financially from its inception, and on occasions, as in the seething, rioting times of the pre-Civil War days, has become an instrument of almost incalculable value in the discharge of patriotic duty.

Co-operation With Newspaper

There is no man asleep at his post on this newspaper; but with a high sense of loyalty each man turns into its proper channel every bit of news that comes his way. This unity and loyalty in a common cause are at the bottom of the success of the job printing department. It has the coöperation of the news room for tips respecting prospective work. In turn, the work of the job printing department disseminates over the city and adjoining towns the name Brooklyn Daily Eagle, which probably contributes something in the way of circulation. A notable instance of this coöperation is worth citing.

At the entrance of America into the arena of war every one will recall the vast undertakings of the Government in classifying its adult population for prospective service. There came a time when the local draft boards were getting low in their supply of exemption blanks. Somebody had misjudged the need. A wide-awake reporter discovered it, went straightway to the head of the job printing department with his tip and a sample blank. It was enough.

Aided the Government

The head of the job printing department, learning of the scant supply in the hands of the local draft boards, compared it with what he knew would be required to meet the Government's call for men, and decided to act. He went to the Adjutant-General's office and asked if the Brooklyn Daily Eagle Job Department could supply them with blanks. He was told that authority couldn't be given him, but that if he wanted to go ahead on his own responsibility, to do so. He went ahead, and the day came when the Government deficit in blanks was so great that his department was called upon to supply blanks, not only to Brooklyn and Long Island, but to nearby Jersey cities, Manhattan and The Bronx. This was far more than merely good business in purpose and fact.

Through this timely action the department was able to expedite the work of the local draft boards, and the credit

was given, quite naturally, to the newspaper.

Another instance in which the job printing department "jumped in" and made friends for the newspaper was one in which a rival firm had underbid and taken a job that had to be gotten out in two weeks. Ballots were to be printed for a State convention to be held in Syracuse by a large national organization. On the Thursday night preceding the Saturday when the ballots were to be required but one-fifth of the job had been finished and the rival firm frankly declared itself unequal to the task. In spite of the incident of the rejected bid, the national organization besought the aid of the Eagle job department. The whole force turned to the work and it was got out in time; a generous recompense was paid, with a good-will that has never failed since.

Aids Other Departments

In a borough so full of local and sectional interests as Brooklyn this coöperation cannot be undervalued. There seems no reason why it could not be developed successfully in any city for the mutual benefit of newspaper and printing room. Again and again it has been possible for the sports editor or the social editor to refer to the job department the inquiry of a contributor, "Where shall I have the announcements (or tickets) printed?" And very frequently, from the job printing department there is sent to the news room news of approaching events, sometimes of minor importance; sometimes of promising value.

In the recent patriotic drives this coöperation has been of inestimable value. The leaders of these movements were, in most cases, among the most prominent citizens and their orders for printing found their way to the Brooklyn Eagle job printing department just as naturally as the news of their drive went to the news room. Many an eleventh-hour job has won a "well done" from some influential subscriber, which has had no little share in building up the great friendliness and support of the Brooklyn public.

Supplies Missing Facts

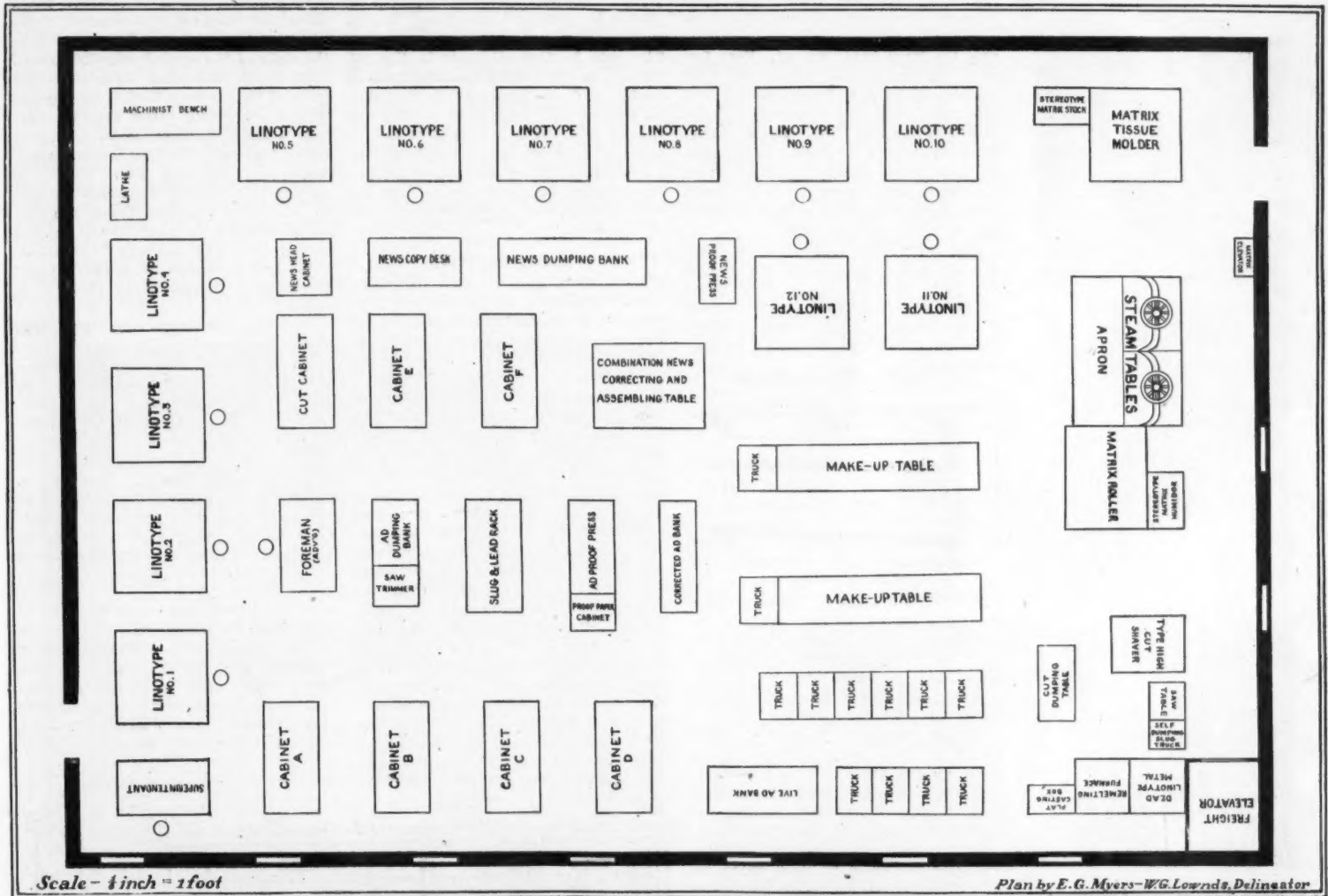
A very valuable asset to the job printing department of the Brooklyn Daily Eagle is "The Morgue," presided over by a very much alive individual, whose activities belie the name to scorn. But dead men's secrets are there and photographs and cuts of everything that ever was or tried to be (almost). So when the fire insurance company sends down an order to the job department for a new advertising booklet, the first thing the head of that department does is ring up Mrs. Hartman, the live caretaker of dead men's secrets: "Gotta big blaze among your cuts?"

She's got it, right enough, but Mr. Manager doesn't get it until he's signed and sealed for it. There are cuts of starving infants for the charity pamphlets, rising politicians for campaign advertising and cuts of women aspirants for the assembly district balls.

That isn't all. The morgue supplies all the facts that are always missing when exact information is required about anything, so that not only does this department turn out a good mechanical job, but is often called upon to draft a biography or produce a sob story that shall open the purse of the hardest hearted. Further, because of its connection with the paper, it has a variety of mailing lists quite unequalled by rival printing houses.

MODEL COMPOSING ROOM FOR 12-20 PAGE PAPER THAT INSURES BEST MECHANICAL FUNCTIONING

Wise Economy Shortens Distances to Be Traversed Between Successive Operations and Still Leaves Enough Elbow Room for Operatives—Each Unit Should Be Easily Accessible and Convenient to Men Who Use It Regularly, and Work Should Move Forward in Successive Stages to Completion



THIS LAY-OUT FOR A SMALL PAPER WILL SAVE MANY STEPS FOR OPERATIVES, WITH CONSEQUENT SPEEDING UP OF PRODUCTION AND SAVING IN EXPENDITURE

By E. G. MYERS,
Technical Publicity Mergenthaler Linotype Company

ONLY a few years ago business was being efficiency-expert-ed for all the traffic would bear. Then along came the reaction. Sundry hard-heads were unkind enough to remark, not to say to remark upon what seemed to be the fact, that business was in a way of being efficiency-expert-ed for rather more than the traffic would bear.

Now, efficiency is the object where once it was the word—and efficiency expert has come to be but two detached words, fancy free and meaning little, until a record of acts on the part of the claimant justifies their true significance in combination as applied to himself.

For our part, we shouldn't like to be called efficient—don't even know that we should care to have our business methods praised in a term that has so mechanical a ring about it. Why not compliment the man who does things properly, or the business wherein things

are properly done, as the possessor of good form? Good form is the attribute of the good soldier, athlete, race horse and hunting dog.

It makes for the good composing room, too. Also, poor form in the business house is a matter less serious than one's individual awkwardness, in that the poor form of the business house is the more easily mended. An analysis of form in the composing room bears us out in this. Here, to attain to good form is largely a question of well-advised command of a first-rate complement of inanimates—of the equipment—things that are, in a sense, plastic—don't mind being readjusted or moved—and whose shortcomings don't imply bad habits that must be broken.

Operative Success Vital

We all know that success in the operation of its department of composition is vital to the success of a newspaper. In this article we aim to present a plan that will insure the requisite proper mechanical functioning.

Further, there is this to be said of the recommendations we shall make: To appraise them, the combined betterment they predicate is to be considered—and that not in the footings of a week or so, but in its annual totals. Just as in play, good form in business pursuits makes itself felt in higher averages.

The theorist who tackles the question of improvement in the composing room is prone to devote too much attention to the working force and too little to his allotted space, equipment and disposition of equipment. The practical reconstructionist begins with these latter—not forgetting that even the work of the drone or incompetent (for whom, by the way, the foreman is responsible) improves with improvement in the comfort and convenience of his quarters and the disposition of equipment with which he has to do. We sought to plan a model composing room *per se*—nothing more—but in doing so, every activity in the department was carefully reviewed.

It is a wise economy whose plan shortens the distances to be traversed between successive operations; at the same time, there is extravagance in so crowding and cluttering as to leave too little elbow room around machines, cabinets and furniture. Floor space costs money, but so does restricted movement. It remains for the plan man to avoid the one no less than the other. It devolves upon him to make his every square foot of floor space count when the practical test of work-a-day operation throughout is applied. Thus, his lay-out, if not the thing, is the first thing—and the object of first importance in connection that of the orderly placement of units of equipment which promotes effective operation.

Should Be Accessible

Each unit should be accessible to anybody concerned; each convenient to the man or men who must use it regularly. For example, the news copy desk and dumping bank should be so accommodated as to fix them as nearly as is

possible equidistant from the linotypes. The positions of the ad linotypes, ad foreman and ad men, together with the cabinets and accessories used by the latter, should be such as not to entail retraced steps or other "lost motion."

The logic of proper arrangement is that of productive operations which begin at one end of the room and go forward, stage by stage, to the making of the stereotype matrix, through the hands of men who have not been handicapped in their work by having been obliged to double back or cross and recross other men's preserves—men who handicap in being handicapped.

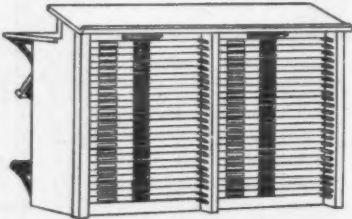


FIGURE 1—FRONT VIEW

That this article and the diagram for a composing room presented might be of most value to the majority of newspaper offices, it is directed in particular to the smaller publishers. Newspapers of from fourteen to twenty pages without Sunday issues preponderate in this country. Our plan, however, is flexible—it can be adopted to advantage, either wholly or in part, by the largest offices. Applied to, say, a twenty-linotype office, the accompanying diagram specifies too short a room. The adaptation in point would be that of placing linotypes Nos. 11 and 12 in line with linotype No. 10. Six additional machines could then be accommodated in the line to which the diagram assigns linotypes Nos. 11 and 12. Also, the ad alley cabinets (see diagram figures E and F) and the cut cabinet would be aligned with cabinets A, B, C and D, and the arrangement would be excellent.

The Composing Room

Now for the composing room that, so to speak, shall conform to good form as regards lay-out and inanimates:

First, the linotypes; our office being devoted to the production of composition, of which, generally, linotypes are depended upon to turn out at least 75 per cent.

A common error among publishers is the belief that it is expedient to have the linotype keyboard face the wall—presumably, a wall with windows in it. The several objections to this position are, however, ample to condemn it. From his seat between machine and wall, the operator is compelled to walk round the former each time he needs copy or dumps his take. The position puts the foreman at a disadvantage—affords a snug retreat for the operator who may be less conscientious than he should be.

It is of little moment which way the machine faces with respect to the question of light, since few operators will work without artificial light, however good the natural may be. The argument of having the operator out of the way while the office is being washed down loses to the vanishing point when one recalls the fact that ours are rarely subjected to the washing more than twice a year. If various qualities of paper, especially calendered stock, are used, light from a window is reflected by the copy paper—an action that is trying on the operator's eyes and the cause of more or less annoyance.

Again, the magazines of multiple-magazine linotypes are changed from the front of the machine—no space at the rear is needed on that account. Finally, if the keyboards face inward, a narrow alley at the rear, between machines and wall, can be confined to use in caring pigs of metal along the line—so the machines can be served without interrupting operators or other employees. Place your linotypes with their backs to the wall.

Linotypes Nos. 5 to 12, as indicated in the diagram, are the news machines—placed as aforesaid so that they are equidistant from copy desk and dumping bank. Linotype No. 6 is the head machine—convenient to both the news copy desk and the head bank, where only the large heads are set. Very few steps on the part of either the head machine operator or the compositor who sets the leads are necessary in the course of the day's run. Likewise, the head hand man is close to the news dumping bank. Copy for the news operators is apportioned from the news copy desk, and, after setting, dumped on the news dumping bank.

Here the heads and different takes are collated and the galleys picked up, with no time lost in waste steps, by the news proof boy—to be proofed on the electric proof press. Thence, they are placed on the news correct-

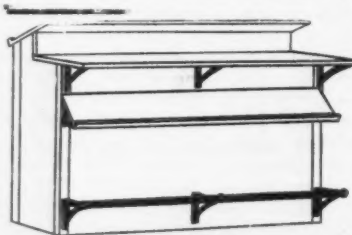


FIGURE 1—REAR VIEW

ing bank, and from the news correcting bank passed along directly to the make-up tables. And, on its way, the news progresses smoothly and ever forward until the forms are torn up. No doubling or criss-crossing of steps or purposes; no "long hauls."

Linotypes Nos. 1 to 4 are the ad machines. Their positions are such that, when the ads are all up and occasion demands, they are in readiness to lend a hand on the news composition—in easy working touch with the news copy desk and news dumping bank. Moreover, the allotment of floor space as indicated is something of a department in itself.

A Department in Itself

The ad foreman is the central figure. Copy is dispatched from his desk, all marked for the machines. Having been set, it is dumped on the ad dumping bank—directly behind the foreman—there to remain until the men call for more work, when the ad foreman parcels out another batch of copy to the floor men—without leaving his seat and thus having his attention distracted from ads still to be set. The ad men receive their copy and slugs before they quit the ad dumping bank, and saw the slugs and trim the cuts on the nearby saw trimmer. They do no messing about among cabinets or back-tracking in order to prepare material for assemblage. The cut cabinet, containing signatures, cuts held in reserve or matrices of national advertising to be cast, is also conveniently near the ad foreman and easily accessible to the ad men.

The practice of keeping cuts and matrices in the composing room to the contrary notwithstanding, we want to recommend either one of two better places

—the counting room or advertising office. A bright boy or young woman should be assigned to the detail work in connection—receiving and cataloging and storing the in-coming pieces.

Upon its arrival, the advertising copy should be sent to the composing room along with the cuts to match. The latter, having served their purpose, are returned to the advertiser or the cut cabinet, as the case may be.

Many of the large newspapers find it well to employ a journeyman printer for the work of handling the cuts. It is this man's business to receive the cuts and proof them on a small proof press in the cut room. The proofs he pastes in position in a book, divided into sections, one for each advertiser. The cuts he then disposes in the cut cabinet so that they can be located readily and are promptly forthcoming as soon as the copy arrives. The cut cabinet specified in our diagram is of a capacity to meet the requirements of a newspaper issuing on the average sixteen pages daily. Larger offices, of course, would need correspondingly larger cabinets.

Caring for Cuts

Don't store cuts in the composing room. Wherever this is done the consequence is constant annoyance and delay—yes, and sometimes of a night Mr. Cut creeps into a wrong Mr. Ad. No one is directly responsible and—what is anybody's business is nobody's business. Cuts kept in the composing room have a long record of mix-ups and mixing-ups.

The ads, like the news matter, do not back-track. There is neither meandering nor zigzagging from the time they leave the foreman's desk until they are corrected and deposited on the corrected ad bank, to be seized by the make-up man and transferred directly to the forms.

Disposition of the leads and slugs, which play so important a part in the assembling of ads, always will be a subject for discussion. Some advocate an individual lead and slug case in each cabinet as best; others will tell you that the central rack is the proper place for

net until he can collect from the rest what is lacking in his own.

The central rack stops the leakage—no time is wasted in rambling about to procure the material so accommodated. Storage in individual cases is, of course, the choice where the leads and slugs are being cast on a linotype lead and slug caster or monotype caster. Seeing that the cases are kept filled with all the sizes they will hold is, in these instances, usually the work of a single man to whom it has been assigned and who therefore is responsible.

Stops the Leakage

In planning our arrangements, extra pains have been taken in considering the question of disposition with respect to the units of the several non-distribution systems to the most advantage—the units of the linotype, Ludlow and monotype or other type caster system. Provide a Model 20 linotype, or a pair of them, together with the accompanying magazine rack, and your Model 20 equipment would displace cabinets A and B. Introduce a Ludlow Typograph outfit in addition to your Model 20, and you do away with cabinets C and D. Or if the Ludlow equipment is the only one for display, it supersedes cabinets A and B.

Instal a monotype or other type caster non-distribution system and more room than specified would, of course, have to be provided, inasmuch as no type cases would be discarded; the requirements in this particular remaining the same as for the corresponding store of foundry type. Were a monotype to be added to the equipment designated in our diagram, the live ad bank and trucks alongside could be transferred to positions behind linotypes Nos. 11 and 12 without disturbing the effectiveness of the arrangement as a whole.

Better Than Trucks

Making up the pages on make-up tables is a better practice than that of using trucks alone for the purpose. The former admit of more freedom in making up; are fitted with compartments underneath to contain letter boards on which to carry the dead ads until they

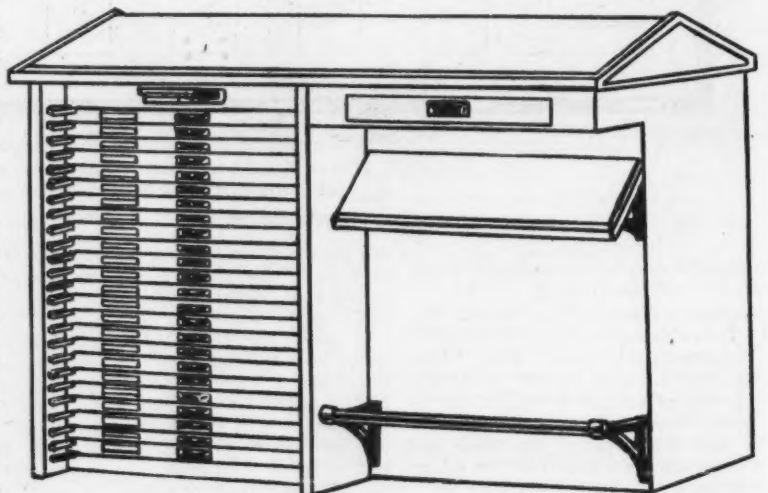


FIGURE 2

your leads and slugs. The most orderly composing rooms we have inspected are fitted with this central lead and slug rack; one objection to the individual cases being that one workman is likely to be over-supplied with given length of which another may be short and vice versa, a condition that makes it necessary for the man who is under-supplied to proceed from cabinet to cabi-

net until he can collect from the rest what is lacking in his own. The central rack stops the leakage—no time is wasted in rambling about to procure the material so accommodated. Storage in individual cases is, of course, the choice where the leads and slugs are being cast on a linotype lead and slug caster or monotype caster. Seeing that the cases are kept filled with all the sizes they will hold is, in these instances, usually the work of a single man to whom it has been assigned and who therefore is responsible.

(Continued on Page 45)

PRESS PRODUCTION INCREASED BY MANY IMPROVEMENTS

Devices Perfected That Give Greater Facilities for Output
—Automatic Linotype Switch Saves 53 Per Cent. in Expense Over Old Method

WHILE the demands of war did curtail the output of printing machinery and equipment plants during the past two years, the manufacturers made good use of their time by working on future plans and perfecting their old products.

A visit to the homes of such big newspapers as the New York Times, the Detroit News, Brooklyn Eagle, Chicago Daily News, the Boyce publications in Chicago, and the Minneapolis Tribune, and many others will show perfections on many time, labor and money-saving devices that have been completed in the past year.

Have Made Big Production Increase

These concern electrical press control, carrier devices from the press to the mail rooms, linotype controls, marginal adjustments, paper reels, speed gauges, etc. They have enabled some plants to increase production for a given time as high as 25 and 35 per cent. over old conditions.

The most revolutionary of the war-time improvements and the one most highly praised by printing machinery ex-

taking up valuable space, the Stone reel is located beneath the floor. Thus the press can be pushed back against the wall and the space used for other purposes.

The magazine reel is a three-roll device. There is a reel for each deck of the press, but it is out of sight. The paper is threaded into each deck as in the old way. The three-roll arrangement furnishes a paper magazine for

Just eliminating the time taken to change the empty rolls, the Stone magazine reel is saving ten minutes per hour on a quadruple press, fifteen minutes on a sextuple, and thirty-two minutes on an octuple. The saving increases with the multiplicity rolls.

A single man standing at the delivery end of the press adjusts the margins and controls the product and the speed. The press runs without any tension heads at all—the tension being adjusted automatically.

The old way of adjusting margins was to have the man at the delivery end signal to the operator, who had to make the correction with as little loss of time and damage as possible.

Now the delivery end man watches his indicator and if the margins are off he just presses a button, starting a special motor which moves the roll of paper to the right or to the left just as he wants it without the press losing one iota of speed and without injury of any kind to the web.

Automatic cylinder brakes for presses are another perfection of the war-period. The Cutler-Hammer Company has equipped many press rooms with a device by which each impression cylinder has an individual brake for the purpose of stopping the press. The braking effect is always equal to the energy in the press, thereby always stopping in the same time and reducing all strains to one-sixth of former strains in a sextuple press and to one-eighth in octuple presses.

All this braking is done absolutely automatically. When the web breaks the power is automatically shut off, the brakes applied and the press brought to a standstill. As soon as the press is stopped the slow motion for rethreading can be obtained, but at no higher speed than seven or eight revolutions of the cylinders until the web is rethreaded

from the press operators.

Another great press aid is the self-indicating tachometer. This, as illustrated in the accompanying picture, shows at all times the productivity of the press, reading direct in number of papers per hour. This meter, without further explanation, really has many advantages.

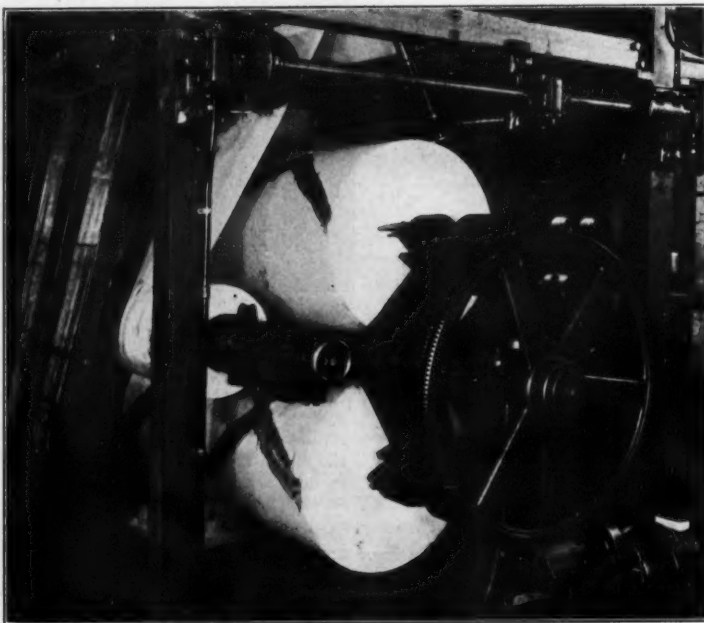
The need for speedily and carefully getting papers from the press to the mail room in a way that enables ready



The tachometer showing the production speed of a press in number of papers per hour.

dispatch to readers has been met in an improved C-H Dispatch conveyer, which is shown in operation in the accompanying photograph.

The conveyer originated in the plant of the St. Paul Dispatch, and several years ago was taken over by the Cutler-Hammer Company, whose experts made improvements that have led to its adoption by the most up-to-date newspaper plants throughout the country.



A working view of the Stone magazine reel for newsprint feed to printing presses. A full reel, with pasted fly-sheet, is shown ready to swing into the place of the empty one. It is all located under the presses.

perts is the Cutler-Hammer Company's Stone magazine reel for handling newsprint on presses. This is an invention of Irving Stone, mechanical superintendent of the Chicago Daily News, and is in use by that newspaper and the plants of all the other newspapers above mentioned.

The contrivance has many easily apparent advantages over the old ways of handling paper rolls. It eliminates all the hoisting of paper to the heights of the different press decks, the necessity of stopping to replace empty rolls, the room needed on the exterior of the press to accommodate the rolls, and many other inconveniences and expensive details.

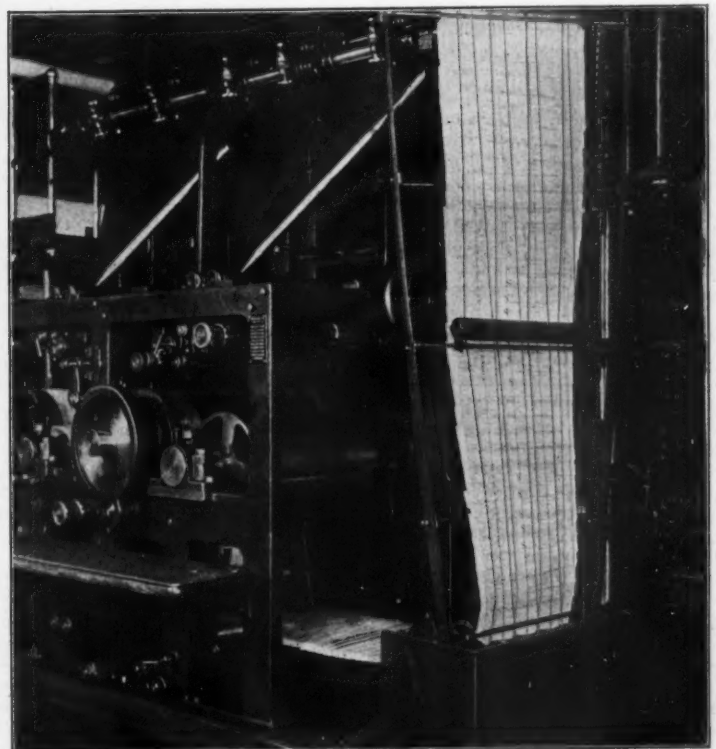
The Stone reel is shown in the accompanying illustration. It is a "magazine" reel in every sense of the word, for it provides an endless supply of paper. Instead of having a roll of paper on the outside of the press,

all the time the press is in operation.

When a roll is empty, the press operator simply presses a button and the beneath-the-floor mechanism does the rest. Motors swing a full reel into the place of the empty one. The fresh reel has a gummed fly-sheet, which tacks onto the end of the empty web, and continues up into the press, furnishing an endless web.

The accompanying photograph shows a roll that is almost empty. The operator's pressure on the button swings the full roll, shown on top of the reel, over into the place of the empty one. The pasted fly-sheet and all are shown ready for action.

The empty roll goes to the bottom of the reel, a little car comes along on tracks arranged underneath and takes it away. Another car comes along with a new roll. It goes into its place, and the reel is full again. The operation is continuous. Not a second is wasted.



Improved paper conveyer, showing papers being taken directly overhead from the press to the mail room, where they are delivered and stacked in piles of fifty without being touched by a human hand.

and passed over the "former," which then automatically resets the stopping device. This entire cycle is performed time and time again without any aid

The C-H Dispatch conveyer takes the papers right out of the press on a running wire arrangement directly to the

(Continued on Page 44.)

BEST PHOTO-ENGRAVING LAYOUT SENDS WORK IN CIRCLE

Every Operation Should Follow Closely, to Save Time and Effort—Best to Provide Plenty of Room for Future Development

By A. L. ARTESANI

Superintendent Photo-Engraving Department Providence Journal

As a rule, the first thought of a publisher when he is about to establish a photo-engraving department is just what machinery will he need, with how few men can he get along, and how cheaply can it be run, without regard to the possible increase of the work that may come. This is fundamentally wrong.

The principal considerations should be: First, how much space is needed to place the various elements of machinery necessary?

Space and Air a Consideration

Second, will the space allowed contain the proper ventilation features necessary for the health and best accomplishments of the workmen?

Third, does the given space allow for freedom of movement, entailing the least amount of wasted steps and effort in placing the work in hand from one branch to the other, especially during the rush period? The preliminary layout being duly considered and accomplished, we may proceed with the ideal equipment proposition.

The first branch of work is the art department. This should be a part of the photo-engraving department, because invariably copies received from service bureaus need careful retouching in order that the engraver may get all that is in the copy. While the average artist may be able to paint or sketch, it takes an unusually clever one to be able to look at the copy from the coarse screen reproduction point of view and lay his brush a little heavier than usual. Retouching for coarse screen work, and must, accordingly, be retouched much stronger.

In Progressive Stages

In placing the supervision of the department under the superintendent of your photo-engraving department you will have less trouble in the final reproduction result. Having selected a man at the head, it would be well to allow him to lay out the department to produce the best quality of work, the most prompt service, and to engage men in whom he will have absolute confidence.

When copies are placed in the engraving department proper, the first ones to receive these are the photographers. The theory is that workmen should not be compelled to double on their tracks while placing a cut in the process of engraving, and to my mind this is absolutely correct. The work goes first to the photographer, then, in succession, to the stripper and printer, the etcher, the router, the proofer and finisher, and finally to the blocker.

The ideal department should be one in which all these various branches are in a continuous line with each other, as indicated in the layout. The different branches should be partitioned off from one another with glass panes above a certain height, which will allow a general view to the head of the department at a glance. The floors of the department should be of maple, except that of the etching room, which should be cement.

All machinery, etc., should be driven by motors having their own individual electric lines back to an individual pair of fuses, so that the blowing out of one set of fuses would not hold up the work of any other branch or machine.

The artists, the photographers and the stripper-printer should be in the same room, which should measure at least 30 feet x 20 feet. The photographers should be supplied with 14x17 and 16x20 cameras, at least; also strong black and white photographing lamps, and have suitable silver baths to handle the negatives. A dark room should be provided for each photographer and should measure not less than 8 feet x 9 feet. It should be provided with a double window to allow proper ventilation. A long sink should be installed between the two dark rooms, large enough to give ample room for two men to treat or intensify and finish their negatives.

A portion of the photographer's room should be set aside for the care and

of two up-to-date etching machines, to provide against one machine becoming disabled, a large 12-burner gas stove, a self-ventilating powdering box with exhaust fan, a long sink in line with the photographer's sink, so that drainage will be in a single line, and a work bench suitable for touching up plates before or during their process. The room should be large enough to allow two men to work comfortably and without undue interference. The men could use the same stove, sink and powdering box.

Drawing Off the Dust

The powdering box referred to as self-ventilating is very similar to an iron powdering box which is now on the market, except that there is a false back composed of a hinged door which is screened and a pipe on top of the powdering box. This pipe runs along to an enclosed electric exhaust fan which is operated by a rheostat, and then to the outside of the building. A chain is connected to the screen back and at intervals may be pulled and let back with a jolt. The powder dust will be drawn away through the pipe by the motor. The power is turned on when the man starts to powder a plate and is shut off after plate is powdered and ready for the etching machine. This box allows your etcher to work and not breathe in the powder dust, and also aids to a better and cleaner plate and room.

There is not much to be said about the layout and equipment of routing, proofing and blocking rooms, because these can be more readily understood

two approaches from the camera room to the etching or blocking room, and at the same time allows for possible growth of the department.

The growth of the department should be allowed for in space before the necessity requires it, for the reason that it is easier to have too much space at first, and so provide for the growth of the department and place for new equipment. It will be much cheaper than to confine the department to the smallest possible area at first, and then pay high prices for mechanics to wreck it and build under the guise of improving it.

**POPULAR AD WRITER
AND LECTURER MADE
AD CLUB SECRETARY**



FRANK LEROY BLANCHARD

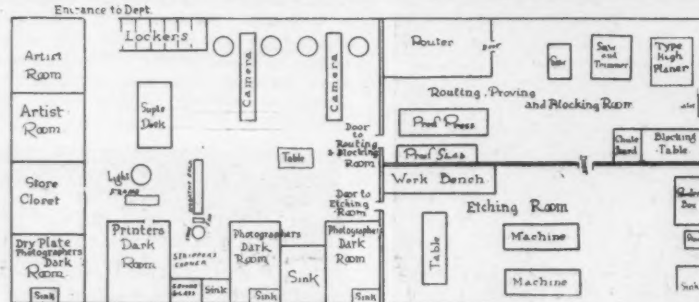
President George B. Sharpe, of the New York Advertising Club, announced this week the choice of Frank L. Blanchard as secretary, succeeding Earle Pearson, who recently resigned to become associated with Methodist Centenary work. Mr. Blanchard is particularly adapted to his new work. Regarding his appointment, President Sharpe said:

"I feel sure that our members will agree with me that we have been very fortunate in being able to make arrangements with Frank Blanchard to carry on the work of the club and that Mr. Blanchard will lead us on to larger accomplishment.

"Frank Blanchard needs no introduction to advertising men in New York. His work on the editorial staff of Printers' Ink, and previous to that as editor of EDITOR & PUBLISHER, and managing editor of The Fourth Estate, has given him a national reputation.

"He knows nearly every one connected with advertising around New York and most of the important men in advertising elsewhere. As director of the advertising class in the Twenty-third Street Y. M. C. A. for a number of years, Mr. Blanchard has started many a young man on the right road to bigger things in the advertising field, and his sound advice and his interest in these young men has earned for him many lasting friendships and an admiration that is well deserved.

"I know of no one who could better serve our members as secretary than Mr. Blanchard. I bespeak for him the hearty support and the cooperation of every member of the club."



With This Layout the Work Passes Through Every Process and the Finished Product Reaches the Point From Which It Started

maintenance of the silver baths. A proper closet should be provided for all supplies that are necessary to keep on hand near the superintendent's desk.

Should Have Easy Access

The stripper and metal printer should be in a position of easy approach by the photographers, and so should be in the same room with them, but in a position to be easy of approach by the etcher. He should have a sink in which to clean off his heavy printing glasses and to prepare his metal for sensitizing, a dark room in which to keep his solutions, etc., and prepare his metal plates, and a negative rack to hold at least thirty negatives.

The best method, although inexpensive, for drying negatives is a gas stove fastened to a heavy bench directly behind an electric fan, which should be placed to draw the hot air from the stove and to the rack of negatives, as shown in the layout. He should have an earthenware tray for acetic acid, and also a ground glass with light underneath to show work, a vacuum printing frame of the largest size and a double arc printing lamp, a table laid out in sections to receive copy for different work, such as advertising and daily news copy, and copy after stripping is done and which is to be returned to the office.

The etching department should consist

by the plan of the layout. The routing, proofing, finishing and blocking equipment should be in the same room.

The routing machine should be semi-enclosed, to avoid scattering the zinc chips. The zinc saw, the heavy metal saw and trimmer and stereotype metal type-high planer should be in line with the routing machine to simplify the electric wiring.

In the newspaper photo-engraving department zinc is the etching metal universally used. It gives just as good service as copper, and is much cheaper and more quickly handled.

Travels in a Circle

The layout presented here is as nearly perfect as I believe possible to produce. By it the work travels in the line of a circle, and when the plate is finished it is almost at a point of contact with the superintendent of the department.

In the event that the department is to be placed over the composing room, a dummy elevator could be placed at the end of the routing and blocking room to come directly at the receiving desk of the composing room.

A careful analysis of the layout will show that all the drainage for sinks in each department and the etching machine are in a line. The drain pipes should be of earthenware.

The layout presented herewith allows

REPRESENTATIVES' CLUB ACCEPTS BATTLE GAGE THAT PROMISES WARM MONTHLY MEETING

Plethora of Orators at Annual Dinner Limits F. L. Collins's Intended Remarks, So He Is to Have Another Chance to Say What He Thinks of Advertising Agents—
Father Kelly, "Fighting Chaplain" of the 27th Division, Tells of the Taking of the "Impregnable" Hindenburg Line



STIRRING TALES OF WHAT THE ARMY AND THE NAVY DID IN THE WAR, AND SOUND ADVICE ON BUSINESS CONDITIONS NOW WERE LISTENED TO BY THE REPRESENTATIVES' CLUB AND MANY ADVERTISING AND NEWSPAPER MEN AT ITS TWELFTH ANNUAL DINNER.

SELDOM indeed is such an imposing array of post-prandial oratorical talent gathered at one speakers' table as that which faced the crowded ballroom of the Biltmore Hotel at the twelfth annual banquet of the Representatives' Club of New York, which is made up of men who solicit magazine advertising, on the evening of February 28. The plenitude of the mental feast prepared by the dinner committee can be described only by using that ancient and hackneyed phrase: 'An embarrassment of richness.'

Time Was Too Short

There was, however, a trifle of disappointment, to the dinner committee anyway, in that the entire measure of its intended provision was not fulfilled. Of the list of speakers James O'Shaughnessy, executive secretary of the A. A. A.; Joseph Moore, vice-president of the International Magazine Company; Herbert Houston, vice-president of Doubleday, Page & Co., and John Sullivan, secretary of the A. N. A., did not address the diners, who were forced to be as well content as they could with a short speech by John H. Livingston, Jr., president of the club; the usual brief, thought frequent, remarks of the toastmaster, George H. Hazen, of the Crowell Publishing Company, and more or less set speeches by Lieut.-Col. J. Leslie Kincaid, of the Twenty-seventh Division, A. E. F.; Harry Porter, of the advertising company bearing his name; Chaplain Francis E. Kelly, Twenty-seventh Division; Capt. Yates Stirling, U. S. N., who was in command of the convoy that took the Rainbow Division to France; Francis H. Sisson, vice-president of the Guaranty Trust Company; Frederick L. Collins, president of the McClure Publishing Company; Major Arthur W.

Little, of the First Battalion, 369th Regiment (the old Fifteenth, of New York), and George F. Lord, advertising manager of E. I. du Point de Nemours & Company.

The members of the club and their guests stood manfully up to the disappointment occasioned by the elimination of a third of the speaking programme, and a full corporal's guard, with the term somewhat elastically applied, was in the hall when Mr. Hazen finally decided to end the meeting. Everybody got home in time for an early breakfast, anyway, and quite a number were able to snatch a little sleep before the morning meal.

Away Before Dawn

While this dinner, and its speakers, were interesting, the next monthly meeting of the club, though the speaking then will probably be even more limited, is likely to be rather more exciting. It was evident that Mr. Collins had prepared an address that he did not care to deliver at the dinner; indeed, he said so, flatly. Some of the guests thought he was restrained by the fact that he was the sixth speaker and the printed list promised that six more should follow him, and so he hesitated to take up time to which his successors might consider themselves entitled without being forced to await the dawn. Mr. Collins indicated that, anyway.

But he left no doubt in the minds of the men who stuck it out that far that he had a rod in pickle for advertising agents, and that he was refraining from using it only because he wanted a larger audience and a fuller swing of time than he cared to take just then.

"What I had to say about advertising agents, however," he declared, "can be

summed up in a few words. They are straight. The definition of a straight line is the shortest distance between two points, and the advertising agents are making of themselves a straight line between the United States Treasury and the Curtis Publishing Company."

A Straight Line

There was fire in Mr. Collins's eye when he said that, and not a soul in his audience failed to understand that he wanted to speak in very homely language to advertising agents and sought an opportunity to get at them. Distinctly it was a challenge, and his gage of battle was accepted. Mr. Hazen, just at the close of the meeting, told Mr. Collins that the club would listen to him at its next monthly meeting, and Mr. Collins replied: "I'll be there." Any outsider present at that session ought to be able to get a lot of enjoyment out of it when Mr. Collins goes over the top.

Colonel Kincaid, who made the first address, told that the Twenty-seventh Division was the first to break through the famous Hindenburg line, notwithstanding that it was composed entirely of former members of the National Guard and untrained, as training was understood by the British and French veterans. He told how England fought, too, and of the 16,000 men who died in hospital of wounds received in that fearful battle and who now lie buried in the cemetery under Kemmel Hill. He praised the work of the Red Cross and of the Y. M. C. A. there, and told of unrequired deeds of daring by members, and urged all members to boost both organizations and shut their ears to criticisms of their work and their management.

"I am not a soldier," Colonel Kincaid

said, referring to the graceful words with which Mr. Hazen presented him. "I am a Judge-Advocate"; and he said it with an air of such sincerity that few there believed he had seen active service. It was not for his work as a Judge-Advocate, however, that he received the British Distinguished Service Order, but rather because in the great drive that broke the Hindenburg line east of Ronsoy, France, he volunteered to take command of a battery of the 106th Infantry because of a shortage of officers, and commanded, so the citation declares, "with courage and forcefulness and without regard to his personal safety, thereby setting a splendid example to all ranks. On September 27, seeing a force of sixty to eighty of the enemy/counter attacking on his left, and having no reserve available at that time, Colonel Kincaid promptly organized his battalion headquarters runners, signalmen and some stragglers, and attacked them and drove them back, Colonel Kincaid himself effectively firing a Lewis gun."

They Jollied Harry Porter

Harry Porter started his speech with quip and jest that found response, ready and audible, from his host of friends among the diners. He displayed distinguished ability to catch the good-natured gibes and jabs and toss them back again with quick wit and humor. Finally, however, he got down to his real speech—in manuscript—and the audience listened. Some said they had to listen hard, because "Harry" wouldn't raise his voice high enough. Still, the whole place rose and cheered when he finished. Quite a number sat down again, though the attendants in the

coat room could hardly be persuaded that this was so.

Captain Stirling spoke interestingly of the work of the United States Navy in making it possible to get our fighting men over the ocean to the theatre of war, and made a strong plea for the maintenance of a powerful fleet. Mr. Sisson, explaining, as, indeed, all the speakers explained, each for himself, that he would not have time to deliver the address he had prepared, told of the "war of peace" that was following the war for peace, and urged united and concerted action for stabilizing and utilizing the economic resources of the country. Major Little narrated humorously and effectively some of the personal characteristics of his colored fighters.

A Priestly Fighting Man

Speaking of the famous fight Henry Johnson, one of the Fifteenth, put up over the prone body of a wounded comrade, he gave the credit of the Fifteenth's fame to the newspapers. Just after that wonderful exhibition of courage, where Johnson alone stood off twenty of the enemy, killing two with his knife and four with a bomb and driving away the rest, Irvin Cobb and Martin Green, he said, dropped in to ask him if there was anything new. With an attempt at nonchalance, he said, Major Little told them about the Johnson scrap. They grabbed it at once, of course, and sent it in their dispatches. "That put the Fifteenth on the fighting map," he declared.

Mr. Lord, too, was evidently embarrassed because he saw he would not have time to say what he intended to say, and so packed his remarks into a peck measure instead of a larger vessel.

The speech of the evening was made by Father Francis E. Kelly, the "Fighting Chaplain" of the Twenty-seventh Division. He looks it. What the Reverend Father looks like in his priestly vestments few who were at the dinner may say, but what he looked like as he stood up to speak was an able, vigorous, determined, two-fisted fighting man, from the soles of his service shoes to the collar of his tunic, to the bold chin thrusting out above it at the apex of a jaw meant for no man in the world but a belligerent of belligerents, and to the clear eyes that told of a brain behind them that no danger could daunt, and which no human emotion would find wanting in sympathy and encouragement.

Better Now Than Hereafter

In the hey-day of his young manhood, his legs are like pillars, his thighs flat and muscular, his chest thrusting forward to the straining of his olive drab uniform, flanked by shoulders many a prize fighter might well envy, and his strong arms fitted with a pair of hands that made spectators feel, "God help the man they grasp save in friendship." Not much of a picture of a parson, he seemed, but something more than a mere picture of a man.

Nor was there in his speech or its language anything that would indicate his sacerdotal office, save that now and again he divided equally the credit for the smashing of the Hindenburg line between the glorious fighters whose deeds he recounted and "God, who was with us in that battle."

"The chairman has said that I gave a great many Germans hell," he commented. "Well, let me tell you that I'd rather give them hell here than in the hereafter."

Father Kelly, as a non-combatant (officially), was not hampered by the modesty of a military officer in speaking of what his division did and how it fought. He told of the smashing work of the 106th Infantry when it was called upon to go in.

"They were the old Twenty-third, of Brooklyn, God bless them," he said. "They are fighters. It was for the British to pull out and for them to advance. The zero hour was put at 4 o'clock in the morning. The dawn broke heavy and hazy and murky, deadening to the spirit and making it difficult to see objectives. The Australians laid down a barrage that for violence has rarely been seen, even in this war. There were twenty-seven whippet tanks on the line, ready to start. At the zero hour there broke forth a roar of war that seemed to rock the very earth, and the air was filled with messengers carrying death and destruction. Within eight minutes nine of the whippet tanks had been put out of business by mines they encountered as they moved forward against the enemy, their smashed carcasses holding the bodies of dead and dying men.

It Could Not Stand

"It was for the infantry to act, and to act at once. There was no hesitation as those gallant boys were called upon to do and die, to charge the Germans and show them that their proud boast that the Hindenburg line was impregnable could not stand before our Yankee soldiers. They rose as one man and, with the thirst for blood of the Germans gleaming from their eyes, rushed in. And they reached their appointed place, despite the almost insuperable obstacles, at the appointed time.

"In the battle the forces became separated, but they joined again while they were fighting, and again smashed against the Hindenburg line. There were men from the North and men from the South, fighting shoulder to shoulder in a comradeship of battle that took no thought of the sectional feeling that followed our Civil War, striving as men and Americans for the glory of the Stars and Stripes. There were still fifty yards to take, and the men said: 'Let us take it!' And, weary as they were, they smashed on and took that fifty yards. Then came the old Seventh of New York, taking the ground on the right like the fighters they are.

"The morning of the 29th was darker and more dismal than the morning of the 27th. At the zero hour, which was set for 4:45, the battle broke out, and the flames from the thousand guns lit the lowering sky from horizon to horizon. The Hindenburg line was built with such excellent accommodations for men and officers that it was apparent that the Germans had made up their minds to stay there for the rest of the war. But the tunnel back of the first line was even more elegantly fitted up, and more strongly protected. That tunnel must be taken, or the work and the sacrifice that had broken through so far would be wasted.

Ready and Waiting

"There were 3,000 yards for our boys yet to go on the morning of the 30th. Fresh troops were brought up to do the trick. You should have seen those boys as I saw them. They were overhauling their rifles, examining their belts to see that they were filled, and going closely over every detail to see that they were prepared; and when the minute for attack came every man

was on his job, ready and anxious to get into the fighting. The sight of their dead as men dropped in the ranks fired the living more and more. The Germans got behind us, in some way or other, and there were many of our men found dead with bullets through the backs of their heads—but not one, thank God, with his back to the foe. The Germans did some foul things in this war. I suppose they think all is fair in love and war, but if all is as foul in love as they made it in war, then God help matrimony in Germany.

"Just beyond the Hindenburg tunnel is a ridge, and men who were not in the very front of the fighting watched the side of this ridge to see if the Germans would try to climb it, so that we might pot them in their retreat. And when we saw them swarming up the side of that ridge, we said to the Allied forces, 'The Hindenburg tunnel is yours.'

"With their loss of that tunnel the spirit of the German people was broken, and the rest was only a matter of time. They then realized what they had not known before, that their military commanders were fallible and that they were fighting against a force that could, and would, overcome their best. The armistice was signed on November 11, but the victory over the Germans dates back to the breaking of the Hindenburg line."

Tribune Gives All Profits From Paris to Army

Chicago Newspaper Sends Check for 106,902.87 Francs to Gen. Pershing Who Praises Publishers.

CHICAGO, March 1.—The Chicago Tribune has turned over to General Pershing a certified check for 106,902.87 francs in accordance with its recent announcement that all profits accruing during the war from the Tribune's army edition, published in Paris, would go to such army funds as the commander-in-chief might select. The amount represents all profits of the army edition of the Chicago Tribune from the time of its inauguration, July 4, 1917, up to the end of last November, the month in which the armistice was signed.

In acknowledging receipt of the check General Pershing is reported as saying: "I cannot hope to express to you adequately the thanks of the American expeditionary force for this. You have rendered a signal service to us all in the publication of your newspaper and in your consistently generous and helpful attitude to officers and men in this war. Now you have placed us all still further in your debt by your generosity. I wish also to add my appreciation of the valuable service that the army edition of the Chicago Tribune has rendered our army in France."

Hammerling Announces Retirement

Announcement was made Monday by Louis N. Hammerling that he has completely retired from the American Association of Foreign Language Newspapers, of which he was president for eleven years, and that he has disposed of his business interests in the corporation to Don S. Momand and Frank D. Gardner, formerly vice-presidents and members of the Inter-Racial Council. Mr. Hammerling says he will give his full attention to "Stay-in-America" work among foreigners.

PROMINENT SEEDSMAN JOINS AYER & SON IN PHILADELPHIA

PHILADELPHIA, March 4.—W. F. Therkildson, advertising manager for the W. Atlee Burpee Company, has gone with N. W. Ayer & Sons as director of a new department of horticulture and agriculture, which will have to do with publicity for seed houses and nurseries and farm supply, agricultural and farm implement houses.

Mr. Therkildson is president of the Ohio Society of Philadelphia, is serving his third term as secretary of the Poor Richard Club, is a member of the publicity committee of the Philadelphia Chamber of Commerce and of many organizations in the seed business.

He came to this city as advertising manager of the Burpee Company about five years ago, when the founder of the business was still at the helm. He was welcomed into the Ayer family at a dinner of the officials and executives of the firm in the Art Club.

The new Ayer department will concern itself with giving expert service to horticultural and agricultural concerns which have been handling their own copy-writing and catalogues.

Out-of-town newspaper men were here in goodly numbers to cover the important convention of the Irish race. Among them were R. M. Bonifield, general manager of the Central News of America and the Central News, Ltd., of London; Gene Fowler of the New York American; "Teck" Rickards, Providence News; Mr. Flaherty, Providence Tribune; Mr. Ford and Mr. Lawler, Irish World; Harvey B. Cassidy, Catholic Sun, of Syracuse, N. Y., and many others. Mr. Connor, Herbert Jansen and John H. Reiting represented the Associated Press and Paul H. Karnes the United Press.

JOHN B. GERAGHTY.

POMEROY BURTON BACK IN U. S.

Lord Northcliffe's Executive Inspecting Latest American Newspaper Equipment

To inspect the newest American newspaper machinery, Pomeroy Burton, managing director of the London Daily Mail, has again come back to his native country for a visit. He is at the Ritz-Carlton Hotel, New York, resting up after an attack of influenza.

Mr. Burton said: "Lord Northcliffe is to erect a large newspaper building to house his many publications, and it probably will be the most complete establishment of its kind in the world. I am here to get pointers on the very latest things in newspaperdom. American newspapers have made wonderful progress in photogravure printing and, as we want the best, I am going to make a tour of the country and see all the large newspaper plants."

Wants Counter Libel Suit Voided

DENVER, March 2.—Attorneys for Ernest Morris, plaintiff in a \$375,000 libel suit against the Post, have filed a motion with the District Court to strike out the part of the newspaper's answer in which a counter claim of \$150,000 for libel is made against Mr. Morris. It is alleged that the action cannot properly be made a part of the original suit.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

COMING BACK TO A. N. A. AFTER WAR SERVICE

Ford McClelland Has Been Away Two Years, and Has Been Missed

FORD McCLELLAND is a veteran—in spite of his youth—of the old Seventy-first New York National Guard, and, consequently, of the Twenty-seventh Division. He comes in this week on the Leviathan, after an absence of two years from the A. N. A. office organization. In June, 1916, he went with his regiment to the Mexican border. On his return in October of that year he was given the task of organizing the Publication Data Department. The nature and extent of the work of this A. N. A. Department



FORD McCLELLAND

have been described in past issues of **EDITOR & PUBLISHER**.

McClelland first came to the A. N. A. in the fall of 1913, and was continuously in its service until his departure for the border, as mentioned. When the Twenty-seventh Division, in June, 1917, went into camp at Spartanburg, Ford had reached the rank of sergeant. (The picture reproduced here shows him as a corporal, and was taken at the border after a serious illness.) He preceded his regiment to France to attend a school of instruction at Chatillon-sur-Seine, and, soon after joining at St. Omer, in the north of France, was accidentally wounded; he was one day instructing a squad in grenade-throwing, and one lad, after pushing in the pin or striker, lost his head, weakly threw the live grenade away from him, and Ford got the pieces in one of his legs, including the kneecap.

From an Australian field hospital, where he was given "five meals a day, two bottles of stout a day, and a glass of champagne, after a painful dressing," he finally got into the American Base Hospital at Dartford, England, but not before being bombed out of the American Hospital at Boulogne by boche aviators.

FIT ONCE MORE

IN SEPTEMBER last, fit once more, he rejoined his division in the midst of the last big drive, the division "going from town to town so quickly that Jerry did not even have time to bury his dead." One night, before his regiment again went over the top, Ford was or-

dered to an Officers' Training School at La Valvonne, near Lyons, and was there when the armistice was signed. He was recently discharged from the school, with his certificate of qualification for a commission, and rejoined his regiment to leave for home.

Some time ago I wrote to Ford, asking him to come back to the A. N. A. office—in fact his place has never actually been filled—unless the open road of warfare had got into his blood and he wanted a change. He wrote in reply, "I can say unqualifiedly that I never had any other intention (than that of returning to the A. N. A.). The A. N. A. is home to me. I am part of the place and you will have to kick me out to get rid of me."

UNEARTHING INFORMATION TREASURES AT WASHINGTON, D. C.

ONE of the greatest assets of the A. N. A. office is knowledge of sources of information. It is greater even than the possession of data, for the freshness and current utility of the latter are constantly fading or changing.

With a view to discovering sources of information in Washington, and means of obtaining data readily, Miss Ruth A. Cooley, of the A. N. A. staff, has just spent nearly two weeks there. A. N. A. relations with Government departments have for a long time past been close and constant, and Miss Cooley's report will enable us still more to help Washington unload its material, and the A. N. A. members to demand Government data to a much greater extent. The departments were anxious to afford every facility; and from only one very subordinate subordinate did Miss Cooley obtain anything approaching the notorious "red-tape" treatment; and even he repented quickly.

MEETING OF A. N. A. CHICAGO CHAPTER

THE second regular monthly dinner and meeting of the Chicago Chapter of the A. N. A. was held at the La Salle Hotel on the evening of Friday, February 21. Among the firms represented were: Felt & Tarrant, by T. J. Wright; Wilson & Co., by Robert W. Sullivan; The Addressograph Company, by R. N. Fellows; James Manufacturing Company, by E. W. Simons; Carnation Milk Products Company, by H. G. Stibbs; Edison Electric Appliance Company, by Mr. Lindsay, and the North Western Expanded Metal Company, by Miss E. Drage Browne. John Sullivan, secretary-treasurer of the A. N. A., was also present.

The principal matters discussed were the A. N. A. office service and means to improve and enhance it, and the nature of the programme for the next semi-annual meeting, which will be held in Cleveland, Ohio, May 22, 23 and 24.

A. W. HUMM, advertising manager, A. William M. Crane Company, has taken up his position again, having been in service. Mr. Humm will represent the company in the A. N. A.

MEETING OF A. N. A. PHILADELPHIA CHAPTER

THE second meeting of this chapter was held in the rooms of the Poor Richard Club, Philadelphia, on February 4. There was a good attendance, and among additions to the membership of the chapter were J. C. Bentley, Advertising Division, E. I. du Pont de Nemours & Company; J. W. Eckhardt, assistant manager of sales, Hardware Department, Henry Disston & Sons; L. T. McCloskey, sales manager, Diamond State Fibre Company; Elizabeth M. A. Magill, Advertising Division, Atlas Powder Company; M. J. Dowling, Zapon Leather Cloth Company; Phillip A. Crosland, Advertising Division, E. I. du Pont de Nemours & Company, and Charles R. Rosenberg, jr., Advertising Division, E. I. du Pont de Nemours & Company.

A. H. Berwald, of E. I. du Pont de Nemours & Company, was elected secretary of the chapter in place of D. R. Rutter, who has been serving in that capacity temporarily.

George Frank Lord made an introductory address in connection with the subject of "Advertising Agency Relations," outlining, from the ground up, the fundamental position of the several kinds of agents and their relation to the publisher and advertiser. The general discussion that followed proved so interesting that it was decided to postpone its continuation until the April meeting.

The subject of export advertising was taken up, but discussion on the matter was postponed until the next meeting, when Mr. de Cordero will lead the discussion. Arrangements were made at each future meeting, during which any member may bring up individual advertising problems for general discussion.

PUBLISHERS' INTEREST IN MARKETS

THE interest displayed in the furnishing of marketing data by the publishers with whom I talked in Chicago recently was most gratifying and enlightening. Another gratifying circumstance that I noticed was the general recognition that there was no longer necessity to discuss the operation of the Audit Bureau of Circulations, and also a tacit appreciation that the furnishing of audit reports is a regular, obvious and natural part of the publishing business.

Since my return to New York I have received quite a few letters from publishers asking for guidance in the furnishing of marketing data. One very live publisher is contemplating having made a survey of his territory. He says: "We have not given the go-ahead signal yet because we do not feel absolutely certain of the list of topics, or of the general scope that this work should cover in order to be of maximum benefit to both the national advertisers and to agencies." (I see no reason at all why he should not have said, "to be of maximum benefit to national advertisers, agencies and publishers.") He continues: "If you were at my desk for a week or two, you would readily appreciate the why of this situation. One firm will send a questionnaire of one kind; then

along will come an entirely different set of questions; and the next day the matter is approached from still another angle. We want to do the thing 100 per cent. right, and we wish you to furnish us with a complete list of topics that would, in your judgment, give anybody all the information they could possibly want on this market. . . . It is my judgment that a great many of the leading newspapers in this country would willingly perform this work if they were absolutely certain that they were on the right line, and I am equally certain that a great many of the present-time surveys are in the 'near great' class."

PRESTIGE OF THE NEWSPAPER

A REMARK made in Chicago to the effect that the newspaper had no prestige in comparison with the magazine was quickly taken up and contested. One publisher acknowledged that that might have been the situation many years ago, but, because of the work done by all kinds of newspapers in selling the draft, Liberty Bonds, the Red Cross, etc., the prestige of the newspaper in its own locality had been vastly increased and its importance more generally recognized. That publisher was undoubtedly right, and he indicated a line along which publishers generally might well take action in giving information to the national advertisers. Any such stories that come into the A. N. A. headquarters office will be given earnest consideration and will be carefully recorded.

Of course, in referring to the prestige of the newspaper vs. the magazine, I meant prestige with the national advertiser.

PROFITS—AND IMPROVEMENT

PUBLISHERS are now making money on circulation. Publishers are becoming strict about having subscription money in advance. Several speakers at the Chicago meeting of the Inland Daily Press Association said so, and every one seemed to agree; at any rate, if any did not they did not care to go on record.

So far, so good. But one speaker went further. He said he had made \$3,000 profits in excess of those of last year, and he was using some of this extra money to improve his paper. There were no audible remarks to the effect that it needed improving (this publisher is really bringing out an excellent sheet), so I inferred that it is the intention of publishers in general to effect improvements where needed.

A MEETING of the Executive Committee of the Association was held on Thursday, February 27. Those present were W. A. McDermid, George Frank Lord, J. C. McQuiston, George L. Sullivan, P. L. Thomson, J. D. Ellsworth and Secretary Sullivan.

VICTOR TALKING MACHINE COMPANY, Camden, N. J., has been elected to membership in the association, with Mr. Ernest John, advertising manager, as representative.

FACTORY IDEA BEST FOR NEWSPAPERS

Costly Sites and Elegant Buildings Nothing but Handicaps to Reasonable Cost of Production, Jason Rogers Argues.

Modern tendencies in newspaper making are toward greater efficiencies in mechanical production and the expenditure of larger sums for making newspapers better newspapers. Increased and better service demanded by advertisers has likewise helped make our newspapers better newspapers.

A first consideration in up-to-the-minute newspaper production is the application of the factory idea to it. A newspaper is a manufactured article, and the sooner more of us recognize this fact and apply it the happier and more profitable will be our business.

Just imagine any other factory locating immediately alongside the Brooklyn Bridge in New York, like the New York World, or at the corner of Madison and Dearborn Streets, like the Chicago Tribune.

Seek Lowest Costs

Regardless of the fact that trust companies, banks, and insurance companies parade the fact that they are making more money than they know what to do with, by building elaborate and expensive monuments, I incline to the view that such practices are wasteful and foolish.

The flashing of five-carat shirt studs and much jewelry are regarded by a certain element in the community as badges of success and the demonstration of wealth.

Exactly why newspapers think to prove their success by showing that they can survive and make money regardless of the heavy extra expense and waste represented by operating a factory at the very heart of business activities is beyond me.

In other lines of manufacture the goods are made where costs of production are lowest, and in many lines sold where traffic is heaviest. Such practices are most wholesome, permit the largest margin of profit, and produce heaviest sales at lowest ratio of selling costs.

Many years ago I got this conception with reference to newspaper plants, but it was not until 1911 that I had the opportunity to apply it. When I suggested that the Globe move down near the Hudson River, three blocks further from Broadway, my associates undoubtedly thought I had gone daffy.

No Reader Complained

Nevertheless, in September, 1911, we issued the Globe from 73 Dey Street, on real estate worth perhaps \$100,000, as compared to a ground value of over \$1,000,000 up near Broadway, and no reader of the paper ever complained of where it was printed.

My thought in connection with the move far away from the heart of the city was to have a centrally located, small business office, either on Park Row, near City Hall, or perhaps up in the neighborhood of Forty-second Street and Broadway, but after seven years' experience we have not been forced to do so, and probably have saved a great many thousand dollars.

Colonel Nelson of the Kansas City Star carried out the same idea when he moved his office to that really wonderful newspaper factory erected on very inexpensive property and later had the



Portion of second floor of the New York Times Annex. This floor has an area of 11,722 square feet. It is occupied by the business departments of the Times, in which 265 persons are employed. It is probably the largest single floor devoted to the business department of any newspaper. Edwin S. Friendly, assistant business manager, is shown at his desk in the left foreground.

great satisfaction of having the city and Union Railroad station move up close to him.

Railroad men tell us that the building of the Pennsylvania Railroad stations in New York and Washington, and the new Grand Central Station in New York, are the last of the kind to be built. The \$25,000,000 tied up in such propositions has not meant any material increase in returns to stockholders.

Big Buildings Failures

Meanwhile, it remained for McAdoo to show them the factory idea as applied to the terminals for his Hudson River tubes in lower New York. McAdoo wanted only the bowels of the buildings, so he erected substantial office structures of great simplicity and has continued to rent every available foot of floor space at fair rentals.

Railroad men say that terminals from now on will be railroad and business buildings, simple, neat, and practical, rather than studies in the skill of architects to burn up the undivided profits of innocent stockholders.

American business is on a new basis since the great world war, and it looks to me as if those who have traffic with us or others are going to check us up regarding our efficiency in producing what they want at fair prices consistent with fair profits.

In the newspaper business the advertiser must pay all costs of production and distribution other than those represented by circulation receipts. He must, incidentally, pay either slight or heavy added profit if the medium is to endure for his use.

Under these circumstances I believe that the newspaper which seeks to legitimize the production and manufacture of its commodity—news and advertising space—will be able to put up the best argument with a business man seeking to squeeze out the foolish and wasteful frills in the details of making that which he buys.

Ogden Printers Get a Raise

OGDEN, Utah, March 1.—J. U. Eldredge, jr., publisher of the Examiner, has announced a new scale of wages, effective March 1, 1919. The schedule provides for \$6 per day of eight hours for both handmen and operators, which is an increase of 50 cents per day over the present scale provided in the contract with the Typographical Union. The increase was made by Mr. Eldredge without even a request being made by the employees for an increase.

Paper Mill Securities Boom in Canadian Market

Again Occupying Very Prominent Place in Local Trading—\$4,000,000 Riordon Bonds Oversubscribed

MONTREAL, March 1.—The paper stocks which were the most prominent two years ago among the securities traded in on the Montreal Exchange are again occupying a very prominent place in the local trading. There are nine paper companies with securities listed on the Montreal Exchange, while a number of others are traded in among the unlisted.

The following are the listed companies, with the prices at which they are selling: Abitibi, \$65; Brompton, \$60; Howard Smith, \$65; Laurentide, \$209; Price Brothers, \$190; Provincial, \$.; Riordon, \$122; Spanish River, \$20; Wayagamack, \$51.

All these companies are very prosperous, and as the reports come out they show very large earnings, factors which make them favorites with the investing public.

The Howard Smith Paper Mills, Ltd., of this city, report profits for 1918 equal to 13.7 per cent., against 11.7 per cent. in the previous year.

The Riordon Pulp and Paper Company has just issued \$4,000,000 of 6 per cent. ten-year bonds in connection with the Kipawa Fibre Company, which were oversubscribed in a very few days.

Boston Women Form Ad Club

BOSTON, Mass., March 4.—Boston has taken its place alongside New York city, San Francisco and New Orleans, and boasts of the fourth woman's advertising club in the United States. Miss Dorothy R. Entwistle, of the advertising staff of Filene's, is president; Miss Laurice Moreland is vice-president; Miss Josephine Sullivan, of Cambridge, is treasurer, and Miss Frances Hanson is secretary.

Paper Men Want Figures Revised

TORONTO, March 3.—It is not likely that the newsprint hearings will be resumed at Ottawa for at least three weeks. The manufacturers have asked for a revision of the figures in the accountants' report, and it will take some little time to effect this. Meanwhile the publishers' case is being prepared preparatory to the resumption of the hearings.

WEEKLIES IN DRIVE FOR BUSINESS

Ontario Publishers Organize Select Town Weeklies to Increase National Advertising in a Systematic Way—Central Office for Detailed Work

TORONTO, March 5.—A group of progressive weeklies throughout the Province of Ontario have formed an organization called the Selected Town Weeklies of Ontario, the object being to secure more national advertising. Membership has reached thirty-six and includes the more prominent of the weeklies and semi-weeklies of the province.

A good many national advertisers in the past, while fully appreciating the value of the circulation of mediums like those embraced in the membership of Selected Town Weeklies, have neglected placing them on their list because of the work involved in connection with making contracts and checking a considerable list of papers of comparatively small circulation.

This objection has been overcome in the case of Selected Town Weeklies through establishing a central office, where all this detail work is undertaken. All the advertiser has to do is send his schedule and master plates to the central office.

C. M. Mundy, publisher of the Oshawa Reformer, is secretary-treasurer and in charge of the office, which is located in Oshawa.

No "ready-print" newspapers are allowed in the organization, nor papers of "inferior standing." To become a member a publisher must show a circulation of at least 1,500 copies. By organizing apart from the "ready-prints" and going after business in a business-like way, the association hopes to get a fair share of national advertising. A representative has been located in Toronto, and he will get in touch with national advertisers and advertising agents and carry on a mail campaign for outside business.

The officers of Selected Town Weeklies are: President, Howard Fleming, Owen Sound Sun; vice-president, H. B. Donly, Simcoe Reformer; secretary-treasurer, C. M. Mundy, Oshawa Reformer; directors, H. J. Pettypiece, Forest Free Press; W. E. Smallfield, Renfrew Mercury; J. W. Eedy, St. Mary's Journal; C. W. Young, Cornwall Freeholder; D. Williams, Collingwood Bulletin.

To the Agencies and National Advertisers placing business in the Florida Times-Union last month—

WE THANK YOU for having helped us break all previous records on National Advertising carried in our columns in any one month during our fifty-three years of business.

We have for years enjoyed the distinction of carrying a very much heavier volume of National Advertising than that carried by any other newspaper in the Southeast. During February, the shortest month of the year, we carried **213,500** lines of National Advertising. We thank you!

THE FLORIDA TIMES-UNION,
W. A. Elliott, Business Manager.

Total advertising for February, 1919..... 667,751 lines
Total advertising first two months, 1919.....1,299,784 lines

RECORD FOR 1918.

Local Display	4,187,953
Classified	1,338,974
National	1,566,632
Total	7,092,659

TO THOSE WHO DID NOT place business with us last month, will find it to their advantage to talk to those who did.

NOTE—In addition to reaching the busy, prosperous people of Jacksonville and Florida, at this season of the year your message goes before thousands of the best people of America, now at Florida's wonderful winter resorts. Perhaps there are many of them interested in your message whom you have been unable to reach at their homes.

The Florida Times-Union

Benjamin & Kentnor,
New York-Chicago.

Jacksonville, Florida.

EVENING HERALD SOON IN BRIDGEPORT

Independent Evening Paper May Be
Out by March 18—Stock Owned by
Local Newspapermen—No Con-
nection With Sunday Herald

BRIDGEPORT, Conn., March 4.—Plans have been settled upon to launch the Independent Evening Herald here the latter part of the month, possibly as early as the 18th. The new paper will take the place of the Standard-American, which in January was taken over by Edward Flicker and associates and merged with the Post and Telegram.



RICHARD HOWELL

Since that time there has been much talk of a new evening paper for the city, and the Independent Evening Herald is the culmination.

A corporation known as the Bridgeport Herald Publishing Company is behind the new enterprise and is made up entirely of men who have served from twelve to twenty years in executive positions in the local newspaper field, as follows: Richard Howell, president



C. A. PHELAN

and editor; C. A. Phelan, vice-president and general manager; J. E. Phelan, treasurer and business manager; F. W. Montanye, secretary and advertising manager; J. A. McNeil, circulation manager. These men own the entire stock.

Richard Howell has been connected with the Bridgeport and Waterbury Heralds (Sunday) since 1888 as editor and general manager. He will continue in his executive capacity with the Sun-

day Herald, although there will be no connection between the papers.

C. A. Phelan has been connected with the Bridgeport and Waterbury Heralds (Sunday) for the past twelve years as advertising manager. J. E. Phelan, his brother, was until four years ago associated with him, leaving to establish the Phelan Ad Service. The Phelan Brothers are known particularly in the advertising world for their vigorous campaign for honest advertising waged for four or five years.

Forrest W. Montanye has been connected with Bridgeport newspapers for more than thirteen years. He was advertising manager of the Telegram and later of the Post. Following the consolidation of those newspapers he took entire charge of the advertising department. Mr. Montanye was also connected with the Troy Record, the Schenectady Star and Troy Budget, and he was at one time advertising manager of one of the largest trading stamp concerns in the country.

J. A. McNeil, circulation manager, has been with the Post Publishing Company in a similar capacity for the past two and a half years and during the past ten years with such papers as the Tacoma Ledger and News, Los Angeles Express and Tribune, San Francisco Call, Rochester Union and Advertiser, Richmond Virginian, and the Hartford Post.

WILL EDIT WICHITA EAGLE

C. D. Driscoll, United Press Man, Gets
Big Post—Other U. P. Notes

C. D. Driscoll, in charge of the United Press Red Letter for some months, has resigned to become managing editor of the Wichita Eagle.

A. E. Johnson, who resigned from the Washington staff to enter the navy, has returned to civil life, and is now with the New York office.

R. J. Bender, manager of the Washington staff, who accompanied President Wilson on his European trip, is home again.

Miles Vaughn, of Kansas City, has been placed in charge of the Dallas bureau.

Guy W. Seem, who has been on the New York staff for some time, is now in charge of the Pittsburgh bureau.

Philip Sinnott, formerly Los Angeles bureau manager, and who resigned to go into the army, has received his discharge and returned to the San Francisco bureau.

Quebec Dentists Can't Advertise

MONTREAL, March 4.—The old-fashioned idea that it is undignified for dentists, doctors, lawyers, and other professional men to advertise still holds sway in this Province. At the present session of the Quebec Legislature an effort was made to permit dentists to advertise, but the request was denied.

King Elected President

INDIANAPOLIS, March 2.—At the mid-winter meeting of the Indiana Republican Editorial Association, held here, the following officers were elected: President, Fred I. King, former editor of the Wabash Plain Dealer; secretary, W. G. Oliver, Franklin Republican; treasurer, Jesse Pierce, Clinton Clintonian.

To Combat Socialistic Propaganda

A new publication, the Red Menace, has made its appearance at Cleveland, Ohio. It is edited by Daniel D. Marion, and its avowed object is to combat the menace of Bolshevism and radical Socialism which he believes is threatening the foundation of our social order.

THE LUDLOW TYPOGRAPH

Scores Best on All Points Because No Other Display
Type System *Does* or Can *Do* What the
LUDLOW Will *Do* for *You*

SPEED—It is the fastest system for setting display type in the world. (This claim may be disputed by other manufacturers, but it can easily be proved, and we make the claim expecting to be asked to prove it.)

RANGE—It is the only system, slug or sorts caster, which gives you the entire range of type faces up to sixty point in any set width. No distortion in LUDLOW type faces.

FLOOR SPACE—LUDLOW TYPOGRAPH requires less floor space than any other method.

METAL—Smallest metal investment, using just the actual amount of metal for work in hand.

INVESTMENT—The first cost and final (up-keep) cost is very low.

PERFECT ITALICS—It gives you the only perfect Italics, properly designed, close fitting and full kerning and unbreakable.

TYPE FACES—Unusually fine variety of up-to-date, beautiful type faces in complete series and families. New fonts coming out every month. Cheltenham Bold Outline ready in March.

There are many other advantages which will appear as soon as you begin using the LUDLOW system.

Honest comparison is always fair. Ask us to score up on any points of comparison you have in mind in your present system or any other. Make us show you.

The LUDLOW system is so simple that most of these claims are self-evident when you have seen the machine in operation. We stand ready to prove all claims for you at any time, by actual demonstration at either of our offices where machines can be seen in operation.

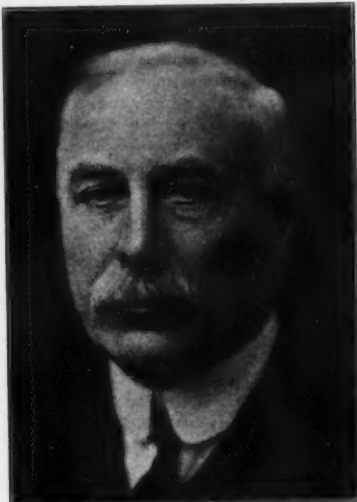
*We have opened offices in New York at 606 World Building.
C. J. Johnston, District Manager.*

Ludlow Typograph Company

CHICAGO, ILL.: 2032 Clybourn Ave.

EASTERN AGENCY—NEW YORK: 606 World Bldg.

**HIS BRAIN PRODUCT
AT LAST PLACED IN
CITY OF HIS BIRTH**



THE GENIUS OF THE DUPLEX.

If Henry Bechman, inventor of the Duplex Tubular-Plate Rotary Press, has been among those who have been without honor in their own homes he is going to get out of that class. Mr. Bechman was born in Muscatine, Ia., in 1858, and now the Journal and News-Tribune of that city has ordered the latest model of the press that he invented.

He was a lad of but twelve years when he went to work in Gunzenhauser's machine shop, in Muscatine, then a prosperous little town; but Chicago was headquarters for all mechanical workers in the Middle West, so young Bechman journeyed thither after a few years. He got a place with Huke, Spencer & Ostrander, manufacturers of electrotype, stereotype, and typecasting machinery, but left them in 1880 to go to the George E. Lloyd Company, where he worked at rebuilding presses. Not long afterward he began to take out patents on printing press improvements.

Mr. Bechman went with the Goss Printing Press Company in 1891, but next year shifted to the Duplex Printing Press Company, at Battle Creek, where his many inventions applied to the flat-bed perfecting and rotary stereotype presses have contributed not a little to the success of the company's product.

GRAB THIS

Here's a Circulation Getter

Managing editor, city editor and news manager for 16 years with big papers and press associations wants position as managing editor. Always has increased circulation and **HELD** it. Total abstainer; married. Address A-687, care of Editor and Publisher.

**SMALL PLANT NO BAR
TO BIG OUTPUT**

**Galvin Admits He Swells With Pride
Over the Compact Workshop of the
Lima (O.) News and the
Work It Does**

By W. J. GALVIN,
Publisher Lima (O.) News

Like the Irish parent who, reviewing his son in the line of march, swelled with pride when he noted that everybody was out of step but Mike, so are my views on the ideal mechanical equipment for a daily newspaper whose circulation ranges from ten to fifteen thousand daily.

No other publisher agrees with me and few believe my boast. This is because my composing room is only twenty-five feet wide and thirty-seven feet long. When I sent my foreman a few months ago to a city office for ideas and he informed the foreman of a large daily that we had five machines and only two ad stands, yet published ten pages

Mondays, fourteen to sixteen pages Tuesdays, twelve on an average Wednesdays and Thursdays, twenty-four on Fridays, eight Saturdays, and twenty-four to thirty-two Sundays, the city foreman said my foreman was a liar.

But he wasn't. My theory of a composing room is the smallest possible space with the greatest amount of labor saving furniture. We now have six machines, but still only two ad men's steel racks, one makeup table, one foreman's bank, and an old stone, soon to be replaced by another steel makeup table. We are averaging a few more pages during the week now, and hence already see another ad rack and another machine coming, which will naturally involve more floor space. Ten more feet in length will give me all I want until we grow bigger.

I believe in using every bit of type all the time, but always having type in the cases. In other words, we use over and over the same type, perhaps on the same day from earlier pages, torn up and thrown in during the course of the day.

My foreman is in Dayton and Cincinnati this week thoroughly investigating

the non-distributing system, to which I have not as yet become a convert for so small a plant. It is beginning to dawn, just as it required time for conditions to make the dry mat practical and profitable in our sized plant.

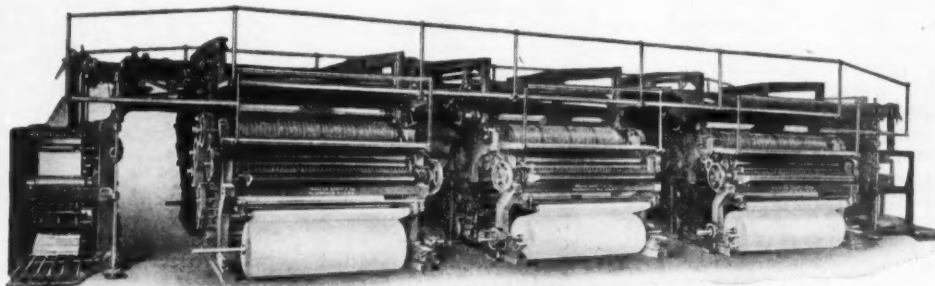
Everything which saves a man, more his space than the man, and certainly not his wages, I believe in; but everything handy, modern, efficient, and good wages must be given the fewer men who perform the maximum work.

The Caller Is Now a 7-Day Paper

CORPUS CHRISTI, Tex., March 4.—The Caller added a Monday edition on March 1, making it a seven-day morning paper. David M. Warren, formerly with the Amarillo Daily News, is now city editor and G. B. Nichols, late of the San Antonio Express, is telegraph editor. The Caller has moved into new quarters and has installed \$10,000 worth of new equipment.

Gives Phone Service for Farm Students

The St. Paul Dispatch has put in a mid-day service for the benefit of the University Farm, St. Paul, a branch of the University of Minnesota.



Scott Multi-Unit Triple Quadruple Press With Six Units, Four Folders and Three Drives

In considering new equipment

you should consider machinery suited not only for your present needs, but the future requirements of your paper. The Scott "Multi-Unit" takes care of both.

Scott "Multi-unit" Presses

need no introduction here, for they have been introduced into the leading newspapers in this country and abroad. They have been thoroughly tried and not found wanting, and we can refer you to any user. Every press is running to capacity every day in the week.

Do not throw away your money

purchasing experimental or out of date presses that you will have to discard in a few years. Install Scott Multi-Unit Presses which last a lifetime.

SEND FOR OUR MULTI-UNIT PRESS CATALOGUE

just off the press. It shows the different sizes and describes them in detail. Then send for us when you are considering new equipment.

N. Y. Office: Brokaw Bldg.
1457 Broadway at 42nd St.

WALTER SCOTT & CO.

Chicago Office:
MONADNOCK BLOCK

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

Cable Address: Waltscott, New York

Codes Used: A B C (5th Edition) and Our Own

ELECTRICAL CONTROL OF PLANT SPEEDS UP PRODUCTION

Everything Handled by Electricity in the Modern Newspaper, From the Moment the Copy Leaves the Hands of Editor or Clerk

By HENRY WALDINGER,
Chief Electrician New York World

IN most cases in New York city service or supply of electric current is furnished to newspaper printing plants by the Edison Company. There are various reasons for this, the most important being space, for the reason that the large web presses, which require a special foundation for each press, must, for practical reasons, be located in the lower part of the building, or basement, and therefore must utilize the space which would be required for boiler room, engine room and space for handling coal, etc.

Plants in New York city operate on what is known as the three-wire system; that is, 240 volts direct current for motor power and 120 volts direct current for lighting and power for small units, such as one-fourth horsepower motors, etc. In places where the linotype machines are equipped with electric metal pots the voltage is usually 120. Thus, in brief, have we covered requirements as to the nature of current supply. The capacity of current required, of course, depends entirely upon the size of the plant. The general lighting systems vary, and in view of the various fixtures, etc., in use, it is extremely difficult to state at this time which is best for the particular purpose. We now arrive at a point where we enter the introduction of electric current to produce our product, the newspaper.

All Copy Handled by Electricity

From the time the advertisement or news matter, etc., leaves the clerk or the editor it is handled directly or indirectly by electrical apparatus, for when the copy leaves the business office or editorial rooms it is usually sent to the composing room by means of a pneumatic tube system. The air used to operate this system is derived from an electric motor driven and controlled air compressor, styled "remote control by pressure gauge;" that is to say, the desired pressure is constantly maintained automatically through solenoid switches on the control board, which are operated in turn by the contacts on the pressure gauge; i. e., if a pressure of from twenty-five to thirty-five pounds is required, the contacts of the pressure gauge on the control board are set for these amounts.

Thus, when the pressure needle drops to twenty-five it makes contact and energizes the first solenoid switch on the control board, and this in turn energizes the second, and so on until the motor reaches normal speed. Then another solenoid is energized, which operates the check valves and allows the compressor to run against the pressure already in the air tank until the pressure is raised to the high point, when again the pressure needle makes contact, which causes the solenoids on the control board to drop; thus the motor is stopped until the pressure is down again to the low mark.

Current Melts the Metal

I will not go into detail as to the operation of solenoid switches and automatic control boards at this time, as this is a very broad subject and should be taken up separately. These air compressors, however, are not used solely for pneumatic tube systems; in fact, that is a very small part of the functions they perform. They are used for the operation of stereotype plate hoists, paper hoists, etc., and many other functions for which compressed air is needed in the plant. Where a low pressure is required, such as for pneumatic tubes, a reducing valve is used. Thus we have the copy in the composing room.

The type is here set up by linotype, intertype, and monotype machines which not only are driven by individual

electric motors, but in many cases in modern plants the type metal is melted and kept at the desired temperature by electrically controlled and operated metal pots. A type of electric metal pot used on these machines to great advantage is manufactured by the Cutler-Hammer Company. It is designed so the heating elements, or units, are plunged directly into the metal itself, thereby obtaining the highest efficiency and economy in operation.

These linotype metal pots take about fourteen amperes on high heat and four and one-half to five amperes on low or normal running heat. The temperature of the metal is taken care of by a sensitive mercury bulb thermostat, the bulb of which is also plunged directly into the type metal. This thermostat operates very much like a remote control by the pressure gauge system of control, which I have already briefly covered.

The Page Forms

There are many great advantages obtained by using electricity instead of gas to melt the type metal in these pots. Probably the first and most important is the even temperature at which the type metal is always kept automatically by the sensitive thermostat control, thereby assuring at all times a good slug or type, which saves valuable time and stands up under the matrix rollers and stereotype tables, thus avoiding re-setting or replacing type that would otherwise be defective and cause serious delay.

These machines are each operated by a one-fourth horsepower electric motor and great economy is derived by individual motor drive, for while the initial cost is high, the cost to operate is greatly reduced, inasmuch as the motor is running only when the machine is in actual operation and casting type. Economy is still further taken care of by means of an automatic knee switch designed by G. S. Williamson, of the New York World, which immediately and automatically shuts off the power of motor and light on the machine when the operator leaves it, not only saving power but also wear and tear on the machine in general. We now have the type cast entirely by operation of electrical apparatus and are

ready to place it in the page forms.

After these page forms are made up they pass to the stereotype tables, where electrically driven and automatically controlled matrix rollers make the stereotype matrix for each page. These matrices then pass to the stereotype casting room, where the plates (or pages of type, cylinder form) are cast for the press cylinder. These casts are made on autoplating machines, operated by a push button electric control system which operates a ten horsepower 240 volt motor for each machine. The operation of this remote control system by push buttons is similar to the system used to operate the presses, a brief explanation of which follows. We are now ready to place these plates (or pages of the paper) on the press.

Ready for the Press

The most popular and, in my opinion, the best system of automatic electric motor control used on newspaper presses is known as the "Köhler system" and is manufactured by the Cutler-Hammer Company, which company has a special department devoted to the manufacture and installation of this system.

In laying the plates on the press cylinders it is necessary to "move up" the press perhaps one-fourth or one-half turn of the cylinder. All that is necessary to accomplish this is for the pressman to push the "on" button once, when the press will start very slowly (at the rate of about twelve to fourteen revolutions per minute of the plate cylinder). When the cylinder is in the desired position he presses another button, "the stop button," which stops the press and allows him to lay and fasten the plate.

There are several push button stations located at different parts of the

press, so that complete control is readily accessible from any part of the press, and while the plate is being laid or an adjustment being made on any section of the press, by pushing the "safe button" the pressman renders the "on" or starting button dead in every station on the press, so that no one from any other section of the press can start it up and cause an accident.

After the pressman has finished adjusting or laying plates he pushes the opposite side of the safe switch button to the "run" position and once more the press is ready to run at the push of the "on" button. All control stations on presses contain an "on," "off," "stop," "safe," and "run" push button. The "safe" button renders all the "on" buttons dead, but does not in any way interfere with the "stop" or "off" buttons, whereby double safety is always maintained.

Just Push the Button

After the plates are all laid the press is started by pressing the "on" button. The press is now running by means of the ten-horsepower, 240-volt motor (for sextuple presses), which, as stated, runs press cylinders about twelve to fourteen revolutions per minute. If everything is O. K. the pressman then keeps pushing the "on" button and the speed of the press gradually increases until the maximum speed is obtained, which varies according to press equipment up to about 230 revolutions per minute of press cylinders. This very wide range of speed as accomplished by the "Köhler system" is done by two motors (double automatic motor control). The press runs on a ten-horsepower motor for from six to eight steps on the control board, then a fifty-horsepower or sixty-

(Continued on Page 42.)

CLINE-WESTINGHOUSE FULL AUTOMATIC PUSH BUTTON CONTROL FOR NEWSPAPER PRESSES

USED BY
SOME OF THE BEST KNOWN
NEWSPAPERS

Complete Electrical Equipments

CLINE ELECTRIC MFG. CO.
CHICAGO: Fisher Bldg. NEW YORK: World Bldg.

What Advertisers Think of The Cleveland Plain Dealer

In February, 1919, The Plain Dealer made the biggest monthly gain ever recorded by a Cleveland newspaper.

**It published 1,137,178 lines
of Paid Advertising**

**An Increase over February, 1918, of
361,606 Lines**

**127,750 Lines more than the Press
170,114 Lines more than the News and Leader**

The Cleveland Plain Dealer enjoys an unusual distinction. It is the *only morning newspaper* in a City of nearly a Million. It thoroughly covers Cleveland and Northern Ohio.

That The Plain Dealer DOES bring results and DOES build for permanency is proven by the tremendous amount of space used EVERY DAY by both local and national advertisers

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Eastern Representative:

JOHN B. WOODWARD,
710 Times Bldg., New York City

Western Representative:

JOHN GLASS,
People's Gas Bldg., Chicago

MODEL NEWSPAPER PLANT HOUSED IN COMPACT STRUCTURE

Troy Record Has Solved the Problem of Utilizing Every Foot of Space to Advantage—Big Press in "Glass House"

(From a Special Correspondent.)

TROY, N. Y., March 3.

SOME years ago, when the Troy Record had developed to such an extent that its old quarters on River Street had become obsolete, it began to look around for a building site. It believed that the value, in terms of advertising, of a structure of its own would alone outweigh all the trouble and expense. Troy, however, is a very congested city.

Land values are abnormally high, especially in the narrow circuit within which a newspaper properly could be published. The available sites near the railroad station and post office were examined, and one was purchased at Fifth Avenue and Broadway, one block from each building. It was not, however, a very spacious area, and therefore a very compact structure was an essential to the plan.

Touch of Old-World Ideas in Architecture

The architects, in collaboration with the officers of the corporation, decided on the Dutch style of architecture, with interior accommodations developed from ten years of experience. As a result the Record building, on the outside, seems like a reproduction from some main street of Amsterdam, while the interior houses a busy plant turn-out both morning and afternoon papers within a cubic space no larger than usually would be given to one newspaper.

Arrangement of Business Offices

In the basement the mailing rooms are in the rear and the press, with accompanying machinery, in front. The press itself stands on a platform in full view for all passersby on Broadway. The "glass house" which it occupies extends to the top of the first floor, and the windows afford opportunity for Trojans to see it every day turning out newspapers at the rate of 25,000 an hour. Extending under the sidewalk from the basement are capacious storage spaces, with the heating plant and coal pockets.

The ground floor is admirably adapted for the business end of the enterprise. Across a wide entrance hall from the press is the enclosed office of the general manager, situated directly on the corner, with exceptional advantages in light and air. Outside of this, and running to the back of the building, are the accounting, advertising, circulation, and bookkeeping departments, the telephone switchboard, and a large room for files. Further back are the rear stairs going to the top of the building and fire-proof vaults in which are contained the safe and the valuable records of the concern.

Ideal Composing Room

The business offices are caged and present a very neat appearance. One hardly realizes on looking at them that in their small space are contained all the business departments of a newspaper printing over 25,000 copies a day. On the second floor the arrangement is somewhat similar. Above the press is the directors' room, where many committee meetings of a municipal and philanthropic nature are held every week. Across the hall, over the general manager's quarters, the editor has his sanctum. Beyond him is the room where the editorial writers sit, and then comes two large rooms, one for the news department and the other for the Associated Press and the telegraph editor.

The third floor is reached only by the

back stairway. Running down the centre are the tables where the paper is made up, and on the Fifth Avenue side are the linotype machines, each one backing against a window, so that the day force works wholly by natural light. It might be said that the Dutch roof allows for a maximum of light at all times, and there is probably no composing room in the State where the eyes of typesetters have less strain than on the Record. As the paper has grown the linotype machines have extended their domain around the Broadway front of the building, until there are nine of them working more than sixteen hours a day. The "ad." alleys are directly over the "glass house" of the press itself, but two stories above. On the other side of the tables from the linotype machines is the stereotyping plant, complete in every detail. Plates made here are dropped direct to the side of the press by a tiny service elevator. Over the first and second story vaults is a machinist's room, and in the corner of the building an elevator of large size.

Special Insurance Rate

The entire plant is only 40 by 75 feet, but it contains considerably more than 100 employees, working with ample room in one of the lightest, best aired, and safest buildings in the State of New York. Insurance companies recognize its superiority by giving it a unique rate. Fellow newspaper companies praise it by copying some of its devices.

During the summer months the wide windows on the first floor are embellished with long green boxes of arbor vite and from the front hangs a large American flag. During the war to this was added smaller flags for our Allies. Since building on the corner of Fifth Avenue and Broadway that locality, formerly out of the business section, has become more and more active, until it seems likely that trade will tend in that direction and that eventually the Record will occupy the commercial centre of Troy.

Mundy Placed in Full Charge

ASHTABULA, Ohio, March 2.—The directors of the Star and Beacon have appointed John J. Mundy editor and manager, succeeding J. J. Parshall, who died recently. Mr. Mundy was formerly managing editor. G. H. Leggett, correspondent of the Cleveland Plain Dealer, becomes managing editor, and W. J. Taylor is to be city editor. Mrs. J. J. Parshall becomes business manager and J. W. Quigley advertising manager.

Proposes Memorial to Men Who Gave All

Tribute to Valor of Newspapermen in Service and Suggestion for Shaft on Park Row to Commemorate Dead

By LIEUT. LELAND S. HURD,
City Editor Kokomo (Ind.) Dispatch

What was the basic reason or reasons that so great a percentage of newspapermen who entered the ranks of America's wonderful Army of Democracy made good right from the time they donned the khaki?

Let the commanding officers of the various units and branches of the service answer this inquiry. I, who was in the service a year, have heard them say that they preferred newspapermen for the duties of non-commissioned or subordinate commissioned officers because they were quick to grasp any matter presented to them and without exception displayed keenness and initiative.

A perusal of the records of any camp personnel office, a branch of service in which I had quite extensive experience will convince any person that newspapermen are quick to adapt themselves to any conditions which may confront them. The personnel records show that the percentage of newspapermen placed in army positions requiring tact and more than ordinary knowledge is greater than practically that of any other profession, trade or occupation represented in the army.

Newspapermen played a highly vital part in the war in the army intelligence department, in "the line," in staff positions, and the records show that they

made wonderful fighters. The newspaperman's love for excitement and adventure admirably fitted him for the business of going over the top to "get" the Hun. Citation after citation has been given newspapermen who performed gallant acts of bravery on the Western front.

We must not forget the large number of gold stars that appear on the service flags of newspaper publishing establishments. The deeds of those newspapermen who went over the top and made the supreme sacrifice to aid in preserving the deals which they held dear will go down in the annals of the profession as immortal.

I would suggest that a national commission of newspaper workers be formed to establish a permanent memorial for the journalists who answered the call of "30" to stem the onrushing German hordes. This memorial could be in the form of a big bronze tablet in the National Press Club at Washington, D. C., or an imposing shaft to be erected in Newspaper Row in New York.

Papers Make Their Own Newsprint

The St. Paul Dispatch and Pioneer Press claim to be the only papers in the United States which go into their own forests and cut the trees from which their own mill (in the Northern Minnesota woods at Grand Rapids) makes the paper to feed their presses.

Making City Known as Oil Centre

The Fort Worth (Tex.) Chamber of Commerce has raised a fund of \$150,000 to be used in advertising and exploiting the West Texas oil fields and Fort Worth as a centre of the Texas oil industry.

GOSS

the name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS

"High Speed Straightline" Press

Used in the largest newspaper plants
in U. S. A. and Europe.

THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order,
Catalog and Magazine work.

THE GOSS

"Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from
type forms and roll paper.

GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York Office:
220 W. Forty-second St.

A Sunday edition of
The Des Moines Capital

will appear

Sunday, April 6th

From the first issue the Sunday Capital will be a full-fledged metropolitan newspaper. It is being launched with the good will of the subscribers and advertisers of the Des Moines and Iowa field. It will have the same policies and standards as the Daily Capital.

In both the months of January and February, the six-day Capital published more local, more foreign, and a larger total of advertising than any other Des Moines newspaper published in seven issues per week.

We wish to assure national advertisers that the Sunday Capital will be a good newspaper.

Indications are that the paid circulation of the Sunday Capital will exceed 50,000 from the first issue.

The Des Moines Capital

LAFAYETTE YOUNG, Publisher.

O'MARA & ORMSBEE, New York and Chicago

INVENTORS AGAIN TURN ATTENTION TO PRINTING MECHANISM

Patent Office Experts Note Renewed Flow of Applications for Protection on Minor Improvements in Mechanical Equipment—Trend of Invention Reviewed

By WALDON FAWCETT

WASHINGTON, March 3.

THE march of progress has again been taken up in the field of printing machinery and equipment. The United States Patent Office affords an ideal opportunity to feel the pulse of new creative and constructive effort in the printing crafts.

Through the hands of Uncle Sam's experts on printing mechanisms pass, in their earliest stages, all the new inventions and fresh discoveries in process or practice that make for the betterment of the graphic arts. These Federal arbiters who sit in judgment on what is really new and original in the printing crafts usually hear of novelties and innovations in the field long before the industry at large has the first hint of the new departures.

Patent Attorneys Again Busy With Printing Mechanism

It is significant that the Patent Office experts report unmistakable signs of awakening interest all along the line of typesetting and printing mechanism. During the war this industrial sphere has been as nearly "dead" as any field of equal importance well could be. That this was so was not strange in view of the concentration of American effort on the task of besting the Hun, and the further circumstance that the necessities of paper conservation discouraged expansion of the printing industry in general. Even before that began the slackening of the flow of invention had become noticeable. The explanation was that America has always received a considerable proportion of her printing crafts inventions and improvements from the Old World, and from the day that the world war started this contribution was virtually shut off.

Minor Improvements in Sight

The specialists who censor the new inventions for the composing rooms and press rooms tell me that they were surprised by the promptness with which inventive reaction followed the signing of the armistice. It was as though a number of inventors and manufacturers had new ideas ready and waiting and only needed the word "Go!" At that, it looks as though the maximum activity were yet to come. A patent attorney who makes a specialty of prosecuting claims for patent rights on printing machinery and allied equipment stated the other day that he has in preparation not less than twelve "cases," each involving an innovation of distinct significance to the trade, and he remarked that other specialists were similarly overwhelmed with work.

Presupposing the activity that seems imminent, it becomes of interest to publishers and printers no less than to equipment and supply houses what trend is being taken by the inventive advance. In an effort to sense this as accurately as may be at this stage, Edi-

tor & PUBLISHER has sought the views of Examiner-in-Chief C. S. Rafter and his associates at the Patent Office, whose entire time is spent in sifting for brand new ideas the inspirations that are submitted for Uncle Sam's sanction. These specialists confess frankly that there has not yet been revealed any new and revolutionary influence that bids fair to dominate the whole industry—possibly the printing business is too highly perfected for that—but there are symptoms of minor improvements and betterments that in the sum total should mean a tidy contribution to the mechanics of publishing.

Must Overcome Static Electricity

In the all-important field of printing presses, refinements of process rather than elementary principles are receiving the attention of inventors. In the newspaper end of the business, speed and yet more speed is the principal objective, until the inventors would fain leave far behind the vaunted gait of 36,000 newspaper copies per hour. Admittedly there are some serious obstacles to be overcome, notably the bugbear of static electricity, which obtrudes the more insistently the more rapidly print paper is handled, and complications in folding and disposing of the completed product. Nevertheless, speed is the coveted goal.

If war-time experiences left publishers with any permanent convictions for smaller or more compact papers, it assuredly is not reflected in the current record of printing machinery inventions. But neither, on the other hand, is there any catering to an anticipated demand for facilities that will allow an increased number of pages per issue, although an advertising boom is apparently at hand and certain metropolitan newspapers have, on occasion, been obliged to refuse advertising simply because their pressroom facilities did not permit the enlargement of the paper. If Patent Office applications are to be taken as evidence, printing press inventors are

going on the assumption that the newspaper publisher would prefer a speedier press—one that will enable him to go to press at a later hour or will permit heavier circulation demands to be met without pushing ahead the hour of going to press—than a machine that would allow the printing of an increased number of pages per issue within the old time limit. If this is not, in effect, the ambition of developers of newspaper properties, the press inventors should be told that they are on the wrong tack.

To Further Popularize Gravure Printing

The nearest approach to inventive work of revolutionary purpose that is now going on in the printing equipment and supply field is that which has to do with the photogravure process. The products of this attractive medium for newspaper illustration are now confined to the pictorial sections on calendared paper issued as supplements to various Sunday editions. Optimistic inventors have, however, let it be known at the Patent Office that they do not propose to rest until this boon shall have been placed within reach of every newspaper publisher for his daily editions.

Seemingly there is a long road yet to travel and speedy arrival at the goal is not to be anticipated. Indeed, the

photogravure process, as at present applied, requires further improvement ere it can be accounted ideal. Without going into technical details, it may be said that before the inventors can rest on their laurels, at the present stage, means must be found for better control of the ink. As matters stand any unevenness in the application of the ink is transmitted in exaggerated form to the finished product, with the result that there is no certainty and dependability as yet in uniformity of the soft effects wherein is found the chief charm of the photogravure.

When it comes to translating photogravure to terms of the everyday newspaper the inventors face two horns of a formidable dilemma. On the one hand, they are confronted with the problems of high-speed presswork. On the other, they are up against the limitations of the quality of paper employed. However, the interested expert onlookers at the United States Patent Office declare that little by little the inventors are making progress, and Mr. Rafter expresses confidence that they will "get it" in time. The United States has always had to look to Europe for important inventive contributions to the de-

(Continued on Page 47)

In January, the Brooklyn Standard Union

carried 457,900 lines of advertising as against 365,448 lines in January a year ago—a gain of 92,452 lines in one month.

Advertisers no longer guess the value of a newspaper.

They must know now.

Do You Want More Business?

WE MAKE A SPECIALTY OF BRINGING PROSPERITY TO NEWSPAPERS AND MAGAZINES.

WE KNOW THE ETHICS OF NEWSPAPERS AND MAGAZINES AND CARRY ON OUR WORK ACCORDINGLY.

WE HANDLE ALL SPECIAL ADVERTISING ON A COMMISSION BASIS.

WE START AND FINISH OUR WORK WITHOUT THE OUTLAY OF A SINGLE DOLLAR BY THE PUBLISHER.

WE WILL SECURE BUSINESS FOR YOU ON PLANS OF YOUR OWN OR THROUGH IDEAS FURNISHED BY US.

Metropolitan News and Art Service, Inc., 2 Rector St., N.Y.C.



THE
BIGGEST
February
in the History of St. Louis
POST-DISPATCH
Advertising

Remarkable
Advertising
G-A-I-N-S

FEBRUARY GAINS

(Total Paid Advertising)	Agate Lines
POST-DISPATCH	Gain, 385,000
Globe-Democrat and Republic Combined (Gain)180,300
Star and Times Combined (Gain)	.95,700

The POST-DISPATCH alone exceeded all 4 of the others combined 109,000 lines.

The increases in the volume of advertising carried by the POST-DISPATCH are growing larger and larger month by month.

TOTAL PAID ADVERTISING

(Less Cheap City Legal and Exchange)

	Agate Lines
POST-DISPATCH, - - *	1,139,880
Globe-Democrat734,100
Republic280,500
Star410,400
Times235,500

* A gain of 51% over February last year.
The POST-DISPATCH alone exceeded the Globe-Democrat and Republic combined 125,280 lines.
The POST-DISPATCH exceeded the Star and Times combined 493,980 lines.
The POST-DISPATCH alone exceeded the Republic, Star and Times combined 213,480 lines.

Home-Merchants' Advertising

Agate Lines

POST-DISPATCH, *	678,720
Globe-Democrat360,600
Republic151,800
Star279,300
Times145,800

* A gain of 69% over February of last year. POST-DISPATCH alone exceeded both morning papers combined 166,320 lines. POST-DISPATCH alone exceeded both other evening papers 253,620 lines. POST-DISPATCH alone exceeded the Republic, Star and Times combined 101,820 lines.

National Advertising

Agate Lines

POST-DISPATCH, *	217,000
Globe-Democrat192,000
Republic68,100
Star84,900
Times65,700

* A gain of 54% over February of last year.
The POST-DISPATCH alone came within 1700 lines of equaling 3 out of all 4 of the other St. Louis newspapers combined.

Guaranteed

The POST-DISPATCH guarantees that it has a circulation in the city of St. Louis, daily or Sunday, **DOUBLE** that of the Globe-Democrat.
Member Audit Bureau of Circulations.

Circulation

THE S. C. BECKWITH SPECIAL AGENCY, Sole Agents Foreign Advertising
World Bldg., New York Post-Dispatch Bldg., St. Louis, Mo. Tribune Building, Chicago Ford Building, Detroit Bryant Building, Kansas City

ST. LOUIS POST-DISPATCH

NO LARGE NEWS PRINT OUTPUT EXPECTED THIS YEAR

Canadian Mills Have Shown Substantial and Steady Increase in Production Since 1910 and Exports to U. S. Took It All

EDITOR & PUBLISHER is able to present in the accompanying chart, now published for the first time, a view of the progress of news print production during the eight years covering the period of the operation of the reciprocity treaty between the United States and Canada affecting the import and export of news print.

The great demand for news print during the war is clearly shown by the leap in production in 1915, when the combined production of the two countries went from 1,753,681 to 1,996,552 tons in a single year, an increase of 242,871 tons, or more than 13 per cent. of the production of the previous year, and a further increase of 42,935 tons in 1916. The high cost of news print, which necessitated unusual restrictions upon its use, cut down the demand, and consequently the production in 1917 was 47,487 tons below the figures of the previous year.

U. S. Production Fell Off 30,000 Tons

It is noticeable, however, that while the combined production during the eight years 1910 to 1917, both included, advanced 52,598 tons, production in the United States fell off 30,000 tons, while Canadian production increased 582,600 tons, both in round numbers.

The lines on the lower part of the chart show a steady increase in Canadian production. They show, also, that the United States has been forced to depend largely upon Canada for news print supply, and that the export of

the Peace Conference promising to continue for only a few months longer, it is expected that normal conditions will again prevail for the last half of the year at least.

Henry A. Wise, counsel for the manufacturers, stated at a recent appearance before the Federal Trade Commission that 90 per cent. of the product of the mills parties to the arbitration agreement had already been contracted for. This, it would seem, practically disposes of any market competition by

forced, either by law or by competition, to lower levels unless they can get cheaper cordwood; and there seems to be very little chance for that, according to their statements.

Market competition, they point out, cannot be had with prices regulated for half of the supply, the other half being able to fix its own figures, and they declare that open competition cannot occur until after the close of this year. Most papers, too, have already made contracts to meet their demands.

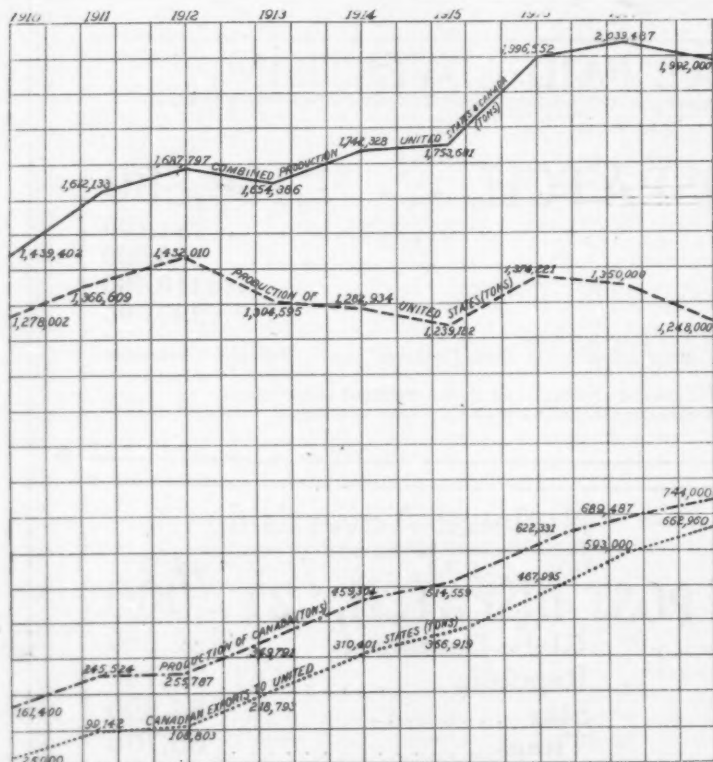
Some mills have put on more machines to increase their production, with the result that Eastern mills are now running on an average at the rate of about 102 per cent. of normal, and Canadian mills at an average rate of 103 per cent. of normal, while Western mills have fallen to about 92 per cent. of normal. It is not considered probable that any more mills will put more machines on news print, and without more machines turning it out the production must remain about where it is now.

A heavy increase in export of news

print is looked for as soon as bottoms can be had for transportation, and it is known that manufacturers are preparing to receive large orders not only from Europe, but from South America as well. With this demand from other countries, it is freely prophesied by manufacturers that publishers who have not made contracts already are likely to find themselves up against a shortage before the year ends; a shortage that will not be affected by bids of higher prices than now obtain.

Newspapers Sued for \$900,000

DENVER, March 1.—Libel suits aggregating \$900,000 have been filed in the United States District Court against the Grand Junction (Col.) Sentinel and the Durango Democrat by the Pan Motor Company and S. C. Pendolfo, its head. They charge the newspapers with publishing articles calculated to convince prospective investors that stock in the Pan Company is an unsafe investment and greatly curtailing its stock sales in Western Colorado.



SHOWS PRODUCTION OF NEWS PRINT AND UNITED STATES IMPORTS.

news print to the United States has more than kept pace with the production increase of Canada.

In definite terms, Canadian production advanced 582,600 tons, and exports to the United States increased 637,960 tons during the period covered by the chart.

Paper manufacturers do not look for an unusual increase during 1919 in the demand for news print. The normal increase has been approximately 6 per cent. each year, though consumption was stimulated during the last four years by the demand for war news, which brought increased circulation to newspapers. With the war ended, and

these mills, which produce about 50 per cent. of the news print manufactured in the United States and Canada. Prices have ruled, according to Mr. Wise, at about the rate set by the commission, though it is known that in some instances a flat rate for supplies to be delivered later than the time set by the agreement, during the war and for three months thereafter, have been agreed upon.

No Lower Price Expected

Regardless of what may be done by the Federal Trade Commission at the proposed hearing for a review of prices, manufacturers say that they cannot be

First

That is the proud record of the paper which so thoroughly covers Northwestern Ohio

TOLEDO BLADE

In twenty-seven publishing days during January, 1919, published (300 lines to the column) over

3,000 Columns of Advertising Space

During January, 1919, The TOLEDO BLADE increased its advertising volume by nearly as much space as some papers carry. Counting 300 lines to the column The TOLEDO BLADE GAINED OVER

1,000 Columns of Advertising Space

RESULTS COUNT

TOLEDO BLADE

Covers Northwestern Ohio

PAUL BLOCK, Inc.

In Charge of National Advertising

A "Basket of Flowers"—

The kind that time does not wither, those that find deep root in the soil of admiration, that bloom to perfection in the sunlight of high regard--such was the



A tribute to

Henry Watterson
 Editor Emeritus of The Courier-Journal Patriarch of American Journalism

The Tripod, The Forum, The Pulpit, The Stage, The Easel, The Brain and Talent of Three Nations United In This Wonderful Tribute, Through the Newspaper Mr. Watterson Brought Into International Fame

This edition was made apropos by collateral events:
 The entry of "Marse Henry" upon his eightieth year.
 The beginning of the sixth decade of his editorial connection with The Courier-Journal.
 The appearance of the inaugural installment of "Looking Backward," his Memoirs of Men, Women and Events During Eight Decades of American History.

The Marse Henry Edition Is Significant of the National and International Prestige of

The Great Daily The Courier-Journal of Louisville, Ky.

Represented In the Foreign Field By The S. C. Beckwith Special Agency.

New York—World Bldg. Chicago—Tribune Bldg. Kansas City—Journal Bldg. St. Louis—Post-Dispatch Bldg. Detroit—Ford Bldg.

(THE MARSE HENRY EDITION CONTAINS NO ADVERTISING.)

NOTE—As long as the "Marse Henry Edition" lasts, copies will be mailed, under special wrapper, to any point in the United States or Canada, postage prepaid, for 7 cents the copy, the regular price of The Sunday Courier-Journal. The edition includes a four-page, eight-column section, containing the initial chapters of Mr. Watterson's Memoirs, and a chronological summary of world history during the seventy-nine years of his life; thirty-two tabloid pages of tributes in prose, poem and pencil to Mr. Watterson, all of this printed in two colors, and as a special supplement, a handsome three-color sepia-tone reproduction on heavy calendared India-tint paper of a portrait of Mr. Watterson painted in the summer of 1918 by Louis Mark, and to hang in the Manhattan Club, New York. Orders for copies of the "Marse Henry Edition" may be sent direct to The Courier-Journal or to any office of the S. C. Beckwith Special Agency.

EDITOR & PUBLISHER'S ANALYSIS OF AMERICAN MORNING NEWSPAPER CIRCULATION

INTERPRETATIVE ARTICLE FOR USE OF PUBLISHERS

Main data table with columns for Markets (Western, Southern, Central, Northwestern, Southwestern, Middle Atlantic, N. York-N. Jersey, New England) and Morning Circulation (Below 5,000, From 5,000 to 10,000, From 10,000 to 20,000, Morning). Includes sub-columns for Number of Papers, Total Circulation, Average Circulation, Joint Min. Ad. Rate per Line, and Joint Rate per Line per 1,000 Circulation.

*Average rate per line per 1,000 circulation per market groups. †Average rate per agate line per 1,000 circulation for the nation.

CIRCULATIONS AND ADVERTISING RATES BY TERRITORIAL MARKET GROUPS

ADVERTISERS AND SPACE BUYERS WILL BE FOUND ON PAGE 6

MORNING, FROM 20,000 TO 50,000					MORNING, FROM 50,000 TO 100,000					MORNING, FROM 100,000 TO 300,000					CIRCULATION ABOVE 300,000						
Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1000 Circulation		
1	28,415	28,415	.06	\$.0021116	3	237,414	79,138	\$.4325	\$.0018217	1	123,892	123,892	\$.2125	\$.0017152							
1	42,911	42,911	.085	\$.0019808	1	50,777	50,777	.09	\$.0017725												
1	32,599	32,599	.08	\$.0024541	1	73,725	73,725	.12	\$.0016277												
1	39,707	39,707	.06	\$.0015111																	
					5	361,916	72,383	\$.6425	\$.0017406*	1	123,892	123,892	\$.2125	\$.0017152*							
1	23,450	23,450	.04	\$.0017058	1	58,516	58,516	\$.085	\$.0014526												
1	22,074	22,074	.04	\$.0018121	1	61,769	61,169	.08	\$.0012951												
1	45,663	45,663	.08	\$.0017520	1	89,221	89,221	.12	\$.0015893												
1	102,634	34,211	.1631171	\$.0015893	1	73,276	73,276	.12	\$.0013450												
3	71,768	23,923	.14	\$.0019507																	
2	67,049	33,525	.13	\$.0019389																	
1	25,114	25,114	.04	\$.0015927																	
1	29,430	29,430	.06	\$.0020387																	
3	387,182	29,014	\$.6931171	\$.0020543*	4	282,782	70,695	\$.405	\$.0013642*												
1	23,556	23,556	.035	\$.0014852						1	280,374	280,374	\$.31	\$.0011057	3	1,586,349	528,783	\$1.36	\$.0008573		
2	71,577	35,789	.135	\$.0018861	2	114,095	57,048	\$.21	\$.0018406	1	185,858	185,858	.24	\$.0012913							
1	33,562	33,562	.06	\$.0025465	1	98,547	98,547	.11	\$.0011622	1	137,928	137,928	.15	\$.0010875							
4	101,751	25,438	.17	\$.0016707	1	67,880	67,880	.0858091	\$.0012641												
1	39,009	39,009	.0491217	\$.0012592																	
1	25,151	25,151	.0360020	\$.0014314	4	280,522	70,130	\$.4058091	\$.0014223*	3	604,160	201,386	\$.70	\$.0011615*	3	1,586,349	528,783	\$1.36	\$.0008573*		
0	294,606	29,461	\$.4851237	\$.0017132*																	
2	76,393	38,197	.16	\$.0020798	1	89,565	89,565	.15	\$.0016748	2	380,113	190,057	\$.3928525	\$.0010335							
1	23,418	23,418	.04	\$.0017081	2	135,330	67,665	.1394406	\$.0010304	1	56,236	56,236	.10	\$.0017782							
1	36,528	36,528	.07	\$.0019163	1	56,236	56,236	.10	\$.0017782												
3	112,401	37,467	.1504426	\$.0013384																	
7	248,740	35,534	\$.4204426	\$.0017607*	4	281,131	70,283	\$.3894406	\$.0014945*	2	380,113	190,057	\$.3928525	\$.0010335*							
3	102,180	34,060	.21	\$.0020552	1	71,612	71,612	.12	\$.0016757												
1	24,214	24,214	.04	\$.0016519	1	62,119	62,119	.12	\$.0019318												
1	38,804	38,804	.06	\$.0015462																	
5	165,198	33,039	\$.31	\$.0017511*	2	133,731	66,866	\$.24	\$.0018038*												
5	133,414	66,707	\$.1944613	\$.0014576	4	296,466	74,117	\$.4263719	\$.0014382	3	453,628	151,209	\$.7883	\$.0017378							
1	29,066	29,066	.07	\$.0024683	2	168,929	84,465	.2458064	\$.0014551												
					1	58,615	58,615	.14	\$.0023884												
6	162,480	27,080	\$.2644613	\$.0019330*	7	524,010	74,859	\$.8121783	\$.0017606*	3	453,628	151,209	\$.7883	\$.0017378*							
8	248,358	31,045	\$.6528647	\$.0026287	3	211,481	70,494	\$.48	\$.0022697	1	121,985	121,985	\$.32	\$.0026233	3	1,026,855	342,285	\$1.145	\$.0011151		
1	28,744	28,744	.10	\$.0034790																	
					3	211,481	70,494	\$.48	\$.0022697*	1	121,985	121,985	\$.32	\$.0026233*	3	1,026,855	342,285	\$1.145	\$.0011151*		
9	277,102	30,667	\$.7528647	\$.0030539*																	
2	56,060	28,030	\$.0943276	\$.0016326	1	68,534	68,534	\$.0713361	\$.0010409	2	251,641	125,821	\$.4438133	\$.0017637	1	540,606	540,606	\$.45	\$.0008324		
1	24,047	24,047	.05	\$.0020793																	
1	31,024	31,024	.075	\$.0024145																	
4	111,131	27,783	\$.2193276	\$.0020588*	1	68,534	68,534	\$.0713361	\$.0010409*	2	251,641	125,821	\$.4438133	\$.0017637*	1	540,606	540,606	\$.45	\$.0008324*		
4	143,632	35,908	\$.285	\$.0020144	5	361,916	72,383	\$.6425	\$.0017406	1	123,892	123,892	\$.2125	\$.0017152							
5	387,182	29,014	\$.6931171	\$.0020543	4	282,782	70,695	.405	\$.0013642	3	604,160	201,386	.70	\$.0011615	3	1,586,349	528,783	\$1.36	\$.0008573		
10	294,606	29,461	\$.4851237	\$.0017132	4	280,522	70,130	.4058091	\$.0014223	2	380,113	190,057	.3928525	\$.0010335							
7	248,740	35,534	.4204426	\$.0017607	4	281,131	70,283	.3894406	\$.0014945												
5	165,198	33,039	.31	\$.0017511	2	133,731	66,866	.24	\$.0018038												
6	162,480	27,080	.2644613	\$.0019330	7	524,010	74,859	.8121783	\$.0017606	3	453,628	151,209	.7883	\$.0017378							
9	277,102	30,667	.7528647	\$.0030539	3	211,481	70,494	.48	\$.0022697	1	121,985	121,985	.32	\$.0026233	3	1,026,855	342,285	1.145	\$.0011151		
4	111,131	27,783	.2193276	\$.0020588	1	68,534	68,534	.0713361	\$.0010409	2	251,641	125,821	.4438133	\$.0017637	1	540,606	540,606	.45	\$.0008324		
4	143,632	35,908	\$.285	\$.0020144	5	361,916	72,383	\$.6425	\$.0017406	1	123,892	123,892	\$.2125	\$.0017152							
5	387,182	29,014	\$.6931171	\$.0020543	4	282,782	70,695	.405	\$.0013642	3	604,160	201,386	.70	\$.0011615	3	1,586,349	528,783	\$1.36	\$.0008573		
10	294,606	29,461	.4851237	\$.0017132	4	280,522	70,130	.4058091	\$.0014223	2	380,113	190,057	.3928525	\$.0010335							
7	248,740	35,534	.4204426	\$.0017607	4	281,131	70,283	.3894406	\$.0014945												
5	165,198	33,039	.31	\$.0017511	2	133,731	66,866	.24	\$.0018038												
6	162,480	27,080	.2644613	\$.0019330	7	524,010	74,859	.8121783	\$.0017606	3	453,628	151,209	.7883	\$.0017378							
9	277,102	30,667	.7528647	\$.0030539	3	211,481	70,494	.48	\$.0022697	1	121,985	121,985	.32	\$.0026233	3	1,026,855	342,285	1.145	\$.0011151		
4	111,131	27,783	.2193276	\$.0020588	1	68,534	68,534	.0713361	\$.0010409	2	251,641	125,821	.4438133	\$.0017637	1	540,606	540,606	.45	\$.0008324		
5	1,790,071	30,863	\$.34303370	\$.0020424*	30	2,144,107	71,470	\$.34462640	\$.00161211	12	1,935,419	144,618	\$.28574658	\$.00167251	7	3,153,310	450,544	\$.82955	\$.00093491		

COMFORT, PLEASURE AND A PROFIT FOR ONE COUNTRY PUBLISHER

His Office and Plant Overlook a Blooming Garden, He Picks Oranges from His Office Window, and Doesn't Have to Solicit Business

HOW would you like, Mr. Publisher, Mr. Business Manager, Mr. Managing Editor, to be able to turn in your swivel chair and look out of your office window upon a green and quiet garden, instead of upon dry, dusty, hustling business streets; upon bushes colorful with living bloom, and trees laden with golden fruit, instead of upon tall and dingy buildings that shut out soft breezes and limit the gaze to mere glimpses of the sky?

How would you like not only to be able to do this, but to know at the same time that the garden, the office and all under its roof, the paper, the plant and the good-will, were all yours, bought and paid for, that the enterprise was piling up a surplus every year, that business enough to keep it going industrially was ever at hand, that promotion was confined to merely continuing to give satisfaction to customers, and that circulation and advertising solicitation was practically an unknown quantity? How would you like it?

Has Comfort, Happiness and Profit

Comes to this office an artistically designed and beautifully executed pamphlet that inspires this thought, and that convinces that one editor and publisher who also fulfils every other executive function in producing a newspaper and running a printing plant, has found

ture. He lost his accumulations in his next, which was a political sheet in Louisiana. He picked up in fortune again with a paper he ran in Maryland, and then went flat broke on another publishing venture in Florida. That was eighteen years ago.

Mr. Coolsby still had credit, however, or at least somebody had faith in his ability to make good again, and he



GEORGE M. COOLSBY

the niche into which he fits, and which he occupies with comfort, pleasure, happiness, and financial profit.

George M. Coolsby, who sends the pamphlet, illustrated with pictures of his newspaper office, exteriors and interiors, of the garden that surrounds it, of his home that is contiguous to it, and of his office and mechanical forces at work and at play, got his start as a



FISH POOL NEAR THE SHOP

printer's devil thirty-eight years ago. After that he became an Illinois country editor, and made money in his first ven-



THE ADVOCATE OFFICE AND SHOP

bought an old printing outfit for \$300 worth of his personal notes and moved it and himself and his wife to Wauchula, Fla., then, as he expresses it, "just a wide place in the road," and set up his



PICKING ORANGES FROM THE SHOP WINDOW plant. To-day he owns three-quarters of an acre abutting the business section of the town, a bungalow office surrounded by orange trees, shrubbery and flowers, and his own residence just

across the lawn. He publishes the Florida Advocate, a weekly, and runs a job printing plant that nets a substantial profit. He has a No. 3 Miehle press, a Model K linotype and a 34-inch power cutter, three jobbers, and individual motors for every machine.

"The weekly runs from ten to sixteen pages," he says, "and we seldom solicit. We aim to publish a paper that the people will want for his merits, and it is our aim to see how good, not how cheap, we can produce job printing. Anyhow, this is the principle upon which we have built up a property which \$20,000 could not touch to-day."

Not a big plant, not a large investment, not a vast outlook, but . . .

WALLIS AND MARTIN CHOSEN

Ottawa and Toronto Press Galleries Elect Officers for 1919

TORONTO, March 4.—W. A. Wallis, Ottawa correspondent of the Toronto Mail and Empire, has been elected president of the Parliamentary Press Gallery, Ottawa. The other officers are vice-president, Ernest Bilodeau, Ottawa Le Devoir; secretary, H. E. M. Chisholm, Winnipeg Free Press; assistant secretary, J. C. Beauchamp, Montreal La Patrie; executive committee, J. K. Munro, Toronto Telegram; M. G. O'Leary, Ottawa Journal; S. F. Dafoe, Canadian Press; William Marchington, Toronto Globe, and C. L. Bishop, Montreal Star.

Elections in the Ontario Legislative Press Gallery in Toronto resulted as follows: President, George A. Martin, Toronto Globe; vice-president, C. H. Gibbons, the News; secretary, W. O'Neal, the Star; editor "Gasjette," J. H. Hamm, Mail and Empire.

Petry Is "The Astrologer"

"The Astrologer" of the New York Herald, whose articles and character readings are attracting much attention, is Martin Petry, long a member of the Herald staff. Mr. Petry made a study of astrology for twenty-two years and throws some new light on this much-misunderstood subject.

Libel Explained to Employees

MILWAUKEE, March 4.—To lessen the danger of libel suits, the Journal entertained its editorial employees at a dinner, at which an instructive address was given by James B. Blake, the Journal's attorney.

G. B. SHARPE IS GOING WITH THE CLEVELAND TRACTOR COMPANY



GEORGE B. SHARPE

Members of the New York Advertising Club heard with regret this week that George B. Sharpe, their president, will soon leave them. Mr. Sharpe has resigned as advertising manager of the DeLaval Separator Company, with which he has been connected for the past nine years, to take charge of advertising for the Cleveland Tractor Company, and will move to the Ohio metropolis on April 1.

His term in office would have expired May 1. The club's splendid growth within the past two years has been under Mr. Sharpe's administration, and he will leave it the leading advertising organization in the United States, with a membership of over 1,000 and a long waiting list.

Wisconsin Weeklies Organize

MADISON, March 4.—The Wisconsin Weekly League, composed of weekly newspapers, was organized at a meeting here, with John F. Kuypers, editor of the Depere Journal-News, president, and J. Walter Strong, editor of the Elkhorn Independent, secretary. Forty editors attended. W. H. Bridgeman, of the Stanley Republican, said that the aims of the organization were to standardize rates and cooperate in the extension of advertising.

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

THE PHILADELPHIA RECORD

Is
"Always Reliable"

“More Than a Million a Month”

The New York WORLD

Published 1,134,494 ^{Agate} Lines

During February 1919

A Gain of 238,081 Lines Over Feb. 1918

The World is recognized by successful advertisers as *the* newspaper, having the *intimate* and *home* following in the Great Metropolis; the paper that is thoroughly Metropolitan—*the newspaper for New Yorkers.*



The World's Introduction of the Manufacturer to the New York Dealer

The New York World's Merchandising Department offers to introduce you to "the trade," if you will stage your selling-advertising campaign "the World way."

The New York World enjoys the confidence of the New York retailer. The World, Morning, Evening and Sunday, are his favorite newspapers.

And confidence begets co-operation.

The "Story of the World's Merchandising Service" and a copy of "The World Retailer" for the asking

PEACE REPORTING HARDEST TASK EVER BEFORE UNITED STATES PRESS

Only About Forty Correspondents Remain of the Vast Number That Went to Opening of Conference
—Get News From Many Sources

DOUTBLESS it is very good experience for a managing editor to go himself to the theatre of a big and long-continued assignment and see for himself how the men on the story cover the news. Then, when he has returned to his home office and sees the stuff coming in day by day, he has a mental picture and a poignant recollection of the conditions under which his men are working and can give them higher credit for good performance and sense the reason for it if the stories do not quite come up to expectation.

Charles M. Lincoln, managing editor of the New York World, went over to Paris for the Peace Conference on the Orizaba, which carried a heavy contingent of correspondents. He was there through all the difficulty that arose concerning full publicity of the doings of the conference and played an important part in the final settlement, brought about favorably by the united stand of the British and American correspondents against any suppression of the news. On his return Mr. Lincoln, in an interview with **EDITOR & PUBLISHER**, said:

Most Difficult Task for Press

"Reporting the Peace Conference has perhaps been the most difficult news gathering ever undertaken by the Associated Press, and I think the army of correspondents assigned to the task has acquitted itself admirably. The results thus far have far exceeded those attained at the last conference of this nature; that at Portsmouth, N. H., following the Russo-Japanese War of 1904.

"Of the large number of correspondents who went to Paris early in December there yet remain in the active work of covering the conference probably about forty of the best newspapermen of America, aside from the large staffs of the press organizations.

They Won Out

"As is known, at the beginning of the conferences the 'big men' in control announced that only official communiqués would be issued, that no additional information would be furnished to the press, and that representatives of the press would not be permitted to discuss the affairs of the conference with members of the different delegations.

The French journalists acquiesced in this. Not so their American and British confreres. A few men from the American and British press delegations got together, and their joint protest, sent to the 'big men,' was so strong that the order was rescinded. Since then the world has been thoroughly informed as to the developments. The correspondents' protest was sent to President Wilson, to Lloyd George, and to Clemenceau. It was the joint work of a committee of the American and British newspapermen, who pulled together splendidly in the matter.

"The 'morning men' now there put in a long day at their work. It usually begins at 10 in the morning and lasts until 9 or 10 at night, for there is a conference at the Hotel Crillon in the morning and another early in the evening. It is safe to say that the correspondents will return satisfied that they have done the hardest work of their lives.

Under Many Handicaps

"There are, of course, recognized spokesmen for both the British and American Peace Commissions and these men are fair. The correspondents by no means remain content with what they glean from these conferences. The different delegations are scattered all over Paris and it is no uncommon thing for an American newspaperman to travel twenty miles or more about the city in 'cleaning up' on his work.

"The correspondents are under many

handicaps not known at home. Chief of these is that of a totally inadequate transmission of their matter to their papers. The cables are overworked, the wireless is decidedly limited. The ordinary press rate is practically never used. Matter, to get through anywhere near on time, must be filed at full commercial rate, and a very large percentage of the news that has come to America has come at the 'urgent' rate. Newspaper auditors, at least, know what that means in the way of money.

Can't See Their Stuff

"Correspondents have sensibly begun so writing their matter that the delay of a day or so in transmission does not affect its value. Just at present wireless transmission is averaging twelve to fifteen hours and cables at full rates require from eighteen to thirty-six hours to get through. Urgent rate messages, naturally, do not require so much time, but even this rate has been many times proved unavailing in getting important news through in time for publication on the following morning.

"In addition, the correspondents are handicapped by not 'seeing their stuff.' Every newspaperman knows what a stimulant it is for a correspondent to visualize his matter and to 'see what was done with it.' The men in Paris are shooting in the dark, largely. They are, of course, kept informed as to how things are going, but they do not have the great satisfaction of actually seeing their dispatches until three or four weeks after they are filed. The wireless for morning papers is not open until 6 P. M., and the allotment of words per paper is, of course, small.

Respect Each Other

"There is very good feeling between the American and British correspondents. They have respect for each other, recognizing each other's good qualities and appreciating each other's methods for the constituencies they serve.

"French newspapers are so radically different from the American and British that there is naturally very little in the way of common effort with them.

"There has recently been established by the French Government a 'Journalists' club in the De Fayel mansion on the Champs Elysees, an elaborate marble mansion built by a thrifty Frenchman who made a tremendous fortune by selling furniture on the instalment plan. Here the writers for the American, British, French, Italian, Swedish, Japanese, and Chinese papers and, in fact, every other country of the world

that has a press at all progressive, gather for luncheon and dinner to compare notes and talk over things.

"While the relations of the press representatives of the various countries are very cordial, the utmost discretion is exerted in discussing statements that have been made by members of the delegations to correspondents from their own countries, as these statements are intended to serve individual groups only, the information not being given for a general exchange."

TECHNICAL AD MEN ORGANIZE

E. R. Shaw and A. A. Gray Temporary Officers of New Association

CHICAGO, March 1.—Engineering, power machinery and similar technical advertisers of Chicago are forming an association. More than a dozen of the most prominent men were at the initial gathering at the Union League Club when E. R. Shaw, publisher of Power Plant Engineering, was elected temporary chairman, and Russell T. Gray, advertising engineer, temporary secretary. Organization will be entirely in the hands of the advertisers. The permanent body will be formed at a second meeting to be held in the near future.

Besides those above mentioned there also were present at the meeting: Albert H. Hopkins, C. F. Pease Company; Guy S. Hamilton, American Steam Conveyor Corporation; Ainslee A. Gray, A. A. Gray Advertising Agency; H. L. Delander, Crane Company; Charles L. Benjamin, Gray & Benjamin Advertising Agency; O. M. Middleton, American Steel Foundries; J. J. Arnsfield, Fairbanks, Morse & Co.; G. H. Eddy, Green Engineering Company, and George H. Ribal, Link Belt Company.

EMPIRE UNION ACCEPTS CANADA'S INVITATION

Celebrated British Press Organization Will Hold Congress in Dominion in 1920—Arrangements in Charge of Canadian Press Association.

TORONTO, March 3.—The Empire Press Union has accepted the invitation of the Canadian Press Association to hold the next Imperial Press Conference in Canada. It will be held during the early autumn of 1920.

The original invitation of the Canadian Press Association was extended in 1913, and it was the intention to hold the conference in 1915, but the war prevented the carrying out of the plan. Early this year, knowing that there was a strong sentiment in favor of a conference being held as soon after the signing of peace as possible, the president of the C. P. A. took a vote of the Board of Directors as to the advisability of renewing the invitation.

The vote was practically unanimous and the renewed invitation was accepted.

Editors Fight Over Paper's Name

COFFEYVILLE, Kan., March 1.—A. J. Valentine, publisher of the Morning News, was fined \$100 for contempt of court by Judge Holdren, based on a criticism in the News regarding a suit between the owners of the Journal and the News over the use of the name Sun by Mr. Valentine. The Sun was merged with the Journal in January and the name dropped. Valentine contended he had the right to use the name Sun. He has appealed the case to the Supreme Court.

Two Large Jewish Dailies Combine

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The quality circulation which these two American newspapers formerly divided is now combined into one great national organ, reaching the largest number of the best elements among the Jewish people.

The new editorial staff will include the best journalistic talent of both papers, with increased equipment and added facilities for producing the greatest Jewish afternoon home paper in America.



The National Jewish Daily

Music & The Drama

NEW YORK is the cradle of American plays. Nightly the "Roaring Forties" gleam like a theatrical Milky Way, alight with stars of many magnitudes. Some three-score productions at the height of the season contest for public favor. Others appear and disappear, damned with faint applause and empty seats. The rejected crumbs from New York's theatrical table would make a feast for many a city.

And music! Consider the spectacle of two grand opera organizations simultaneously packing their halls, with opera comique also drawing crowds, and with the usual number of orchestral concerts and vocal and instrumental recitals.

Such a city of playwrights, composers and artists—and theatre and opera-goers—demands critics of high gifts. Two reasons for the prestige of **The New York Evening Post** among discriminating people in New York and elsewhere are—Henry T. Finck and J. Ranken Towse.



J. RANKEN TOWSE

J. RANKEN TOWSE

For forty-five years dramatic critic of *The Evening Post*, he is the dean of his profession in New York. Acquainted with the plays and players of past decades, he has a remarkable background for his critical judgment. Swift and incisive in his analysis, generous in appreciation of merit, he yet insists upon the highest standards, and to win from him a word of praise is esteemed a worthy feat. A prominent figure in dramatic circles, Mr. Towse is pre-eminently the critic's critic.

HENRY T. FINCK

For a quarter of a century seat T 2 in the Metropolitan Opera House has been assigned to Henry T. Finck and for thirty-eight years this nationally known writer has been music critic of *The Evening Post*. Author of numerous books on music, he is that rare combination—a critic who can write delightfully. To Mr. Finck music is a real, colorful, vital thing. Deeply learned in musical lore, ruthless in criticism when he deems it deserved, he thrills to real merit with contagious enthusiasm. Without knowing the difference between an arpeggio and an opus, you can enjoy keenly Mr. Finck's brilliant criticism of last night's opera.



HENRY T. FINCK

Other special writers for *The Evening Post* are Alexander D. Noyes, Simeon Strunsky, David Lawrence, Charles Pike Sawyer, Lawrence Perry, Royal J. Davis, Charles Molesphini.

The *New York Evening Post* enjoys its ever-growing popularity among thinking men and women because it meets their mental needs. They say that they find it an inspiration.

Evening Post readers are worth cultivating.

New York Evening Post

20-24 VESEY STREET

More Than a Newspaper—A National Institution

NEW YORK

COURIER-JOURNAL ISSUES SPECIAL "MARSE HENRY EDITION"

Great Number of Prominent Americans and Britons Contribute Appreciations of Veteran Journalist—Notable Publication a Surprise for Mr. Watterson

LAST Sunday's issue of the Louisville Courier-Journal was the "Marse Henry Edition." It was published to celebrate the seventy-ninth birthday of Henry Watterson, which fell upon February 16, and the beginning of the sixth decade of his editorial labors on the Courier-Journal.

This plan for commemorating the unmatched achievements of the beloved dean of American journalists was guarded as a profound secret so far as "Marse Henry" was concerned. While he was enjoying his usual winter rest season in Florida, working on his memoirs and contributing his quota of editorial leaders to the Courier-Journal—of which he is now editor-emeritus—his friends at the home office were engaged in "a work of love and affection."

"Basket of Flowers Which the Years Cannot Wither"

Judge Robert W. Bingham, the publisher, and R. E. Hughes, the general business manager of the Courier-Journal and the Evening Times, labored with the zealous cooperation of every member of the staffs of these

sive and independent of the regular news, feature and comic sections of the Sunday Courier-Journal.

The first section of four 22-inch 8-column pages contained the first five chapters of "Looking Backward" and a



HENRY WATTERSON, EDITOR-EMERITUS LOUISVILLE COURIER-JOURNAL.

papers to produce in the "Marse Henry Edition" a newspaper which fully measured up to the title and to the occasion.

Three Sections and Supplement

The edition contained expressions of good-will from the most prominent Americans, of all walks of life. As Judge Bingham expressed it, these appreciations from his countrymen will be for Marse Henry "a basket of flowers which the years cannot wither."

The Marse Henry Edition embraced three sections and a supplement, exclu-

year-by-year chronological summary of important events in the world's history during the seventy-nine years of Mr. Watterson's life. Also it contained pictures of Mr. Watterson as he appeared fifty years ago, thirty years ago and fifteen years ago. The "Looking Backward" chapters were accompanied by reproductions of three original drawings by James M. Preston, period artist of the Saturday Evening Post, for which magazine, in connection with the Sunday Courier-Journal, Mr. Watterson is writing his memoirs.

The 2 1/2 tributes to Marse Henry were

contained in two 16-page tabloid sections, unique in their make-up. There were nineteen cartoons, drawn by nineteen of the leading cartoonists of the country especially for this edition, each with an outstanding idea suggestive of the great editor.

All of the cartoons and the illustrations in the "Looking Backward" section were printed in dark green over buff tint blocks, a most attractive blending of colors.

Cover Page Cartoons

The cartoon on the cover page of Section A was drawn by C. K. Berryman, of the Washington Evening Star, who went to Miami, Fla., where Mr. Watterson is spending the winter, and there sketched his subject from life. Florida palms formed a background for this cartoon.

The Section B cover page cartoon, drawn by R. F. Outcault, of the Newspaper Feature Service, was built around Buster and Tige, the famous Outcault comic page characters. Cliff Sterrett, of the same service, introduced all of the regular characters of the Polly and Her Pals cartoons saluting a portrait of Marse Henry.

C. A. Voight, of the Central Press, Cleveland, introduced his daily comic character "Petey Dink" wishing Marse Henry "many happy returns of the day."

Marse Henry and the might of his pen gave backgrounds for cartoons by Rollin Kirby, of the New York World, who showed him passing the seventy-ninth mile stone astride the Democratic donkey; by R. W. Satterfield, of the Newspaper Enterprise Association, Cleveland, who aptly worked in the phrase "write is might"; by Frank M. Spangler, of the Montgomery Advertiser, who pictured Marse Henry's pen shattering the sword of demagogy and stabbing the self-seeker; by Jay N. Darling, of the Des Moines Register and Times, with Marse Henry astride his pen riding and writing "Real Americanism" across the continent, and by A. J. Van Leshout, of the Courier-Journal, picturing "Mars" Henry, the fighter,

armored and armed with his pen, protecting blind "Justice."

A Defender of Liberty

Mr. Watterson as the champion defender of "Liberty" was the basis of cartoons by other artists. D. R. Fitzpatrick, of the St. Louis Post-Dispatch, pictured Marse Henry upholding the Goddess of Liberty "When the ruins of the Twentieth Century are unearthed." W. A. Rogers, of the New York Herald, showed Marse Henry standing aloft in the flame of "Liberty's" torch, with the inscription: "All the World Knows Where Marse Henry Stands." Paul Plaschke, of the Louisville Times, pictured Marse Henry standing before the Goddess of Liberty as her defender, with the caption: "The Old Guard Dies, but Never Surrenders."

Nelson Harding, of the Brooklyn Eagle, portrayed a range of mountains—"Newspaper range," with "Mt. Watterson" towering high above all the other peaks.

Grover Page, of the Nashville Tennessean, drew a character sketch of a newspaper cartoonist seated at his drawing board with a copy of Marse Henry's editorial page before him as the key to an idea, with the caption: "Always an inspiration"

A. B. Chapin, of the St. Louis Republic, showed Marse Henry communing with Ponce de Leon at the "Fountain of Youth" in Florida.

Harry J. Westerman, of the Columbus Journal, had "Father Time," in the rôle of copy boy, asking: "Is this thirty, Marse Henry?" and Marse Henry, seated at his desk, replying: "I'm starting all over again, sonny."

Harry C. Temple and Louis Richard, both of the World Color Printing Company, St. Louis, contributed drawings, the former showing a butler bringing in a big bouquet of flowers—the Marse Henry Edition, and the latter picturing Uncle Sam thanking Marse Henry for the many volumes his genius had filled.

The concluding cartoon by J. P. Alley, of the Memphis Commercial-Appeal,

(Continued on Page 50.)

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year — more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation — it has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

JOHN B. GALLAGHER COMPANY

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

Sell It in New York State

Advertising Will Do It

Create, build, transport, distribute and let your business purposes be known. Don't hide your light and stumble in the dark.

DURING the seven months ended with January last, exports from the United States totalled \$3,798,000,000, as compared with \$3,450,000,000 for the corresponding period of one year ago. This shows

A GAIN OF \$348,000,000!

January also showed a net trade balance in the United States for the month, of \$410,000,000.

No other State in the Union has been more largely benefited by this incoming tide of wealth than the State of New York.

No communities anywhere else in the wide world have so much available money at their disposal as have the sixty-two counties of the Empire State, covered effectively by the accompanying list of newspapers.

It requires no prophetic foresight to see the rising billow of prosperity rolling toward our shores, which first will sweep through this great State.

It is not necessary to use a microscope or an x-ray.

To the National Advertiser, New York State Newspapers are the **BEST AND LEAST EXPENSIVE SALESMEN THEY CAN EMPLOY.**

They are powerful, compelling, producing business, stimulating consumption and thereby increasing products and activities in the mills and factories of advertisers who use them.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Telegram (E)	204,622	.342	.315
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Telegram (S)	204,622	.246	.225
Albany Sunday Telegram	25,804	.05	.05	New York Times (M)	350,598	.50	.475
Batavia News (E)	7,855	.0179	.0179	New York Times (S)	475,853	.55	.5225
Binghamton Press-Leader (E)	27,814	.07	.06	New York Tribune (M)	122,310	.29	.26
Buffalo Courier & Enquirer (M&E)	71,625	.14	.12	New York Tribune (S)			
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York World (E)	367,101	.40	.40
Buffalo Evening News (E)	100,912	.16	.16	New York World (M)	340,074	.40	.40
Buffalo Evening Times (E)	51,438	.09	.09	New York World (S)	501,724	.40	.40
Buffalo Sunday Times (S)	62,127	.09	.09	Niagara Falls Gazette (E)	13,162	.03	.03
Elmira Star-Gazette (E)	26,687	.06	.05	Brooklyn Daily Eagle (E)	46,068	.18	.18
Gloversville Leader-Republican (E)	6,339	.02	.015	Brooklyn Daily Eagle (S)	46,068	.18	.18
Gloversville Morning Herald (M)	6,245	.03	.02	Brooklyn Standard-Union (E)	50,642	.15	.15
Ithaca Journal (E)	6,791	.025	.025	Brooklyn Standard-Union (S)	50,642	.15	.15
Jamestown Morning Post (M)	9,266	.025	.0207	Rochester Times-Union (E)	60,614	.14	.12
Mount Vernon Daily Argus (E)	5,668	.02	.02	Rochester Herald (M)	35,826	.06	.06
Newburgh News (E)	10,888	.04	.03	Rome Sentinel (E)	5,293	.0165	.0129
New York American (M)	367,969	.45	.41	Schenectady Union-Star (E)	17,580	.06	.04
New York American (S)	753,468	.65	.60	Syracuse Journal (E)	45,830	.07	.07
New York Globe (E)	188,772	.33	.31	Troy Record (M&E)	25,647	.04	.04
New York Herald (M)	128,814	.40	.36	Yonkers Daily News (E)	3,314	.0178	.0178
New York Herald (S)	202,000	.50	.45				
New York Evening Journal (E)	657,912	.70	.70				
New York Post (E)	32,234	.25	.19	Government statements October 1st, 1918.			
New York Sun (E)	180,998	.37	.34	Total Circulation		6,074,593	
New York Sun (M)	121,639	.39	.36	10,000 Line Rate		8.9635	
New York Sun (S)	121,639	.39	.36	2,500 Line Rate		9.5569	

PRESS CAN CHECK ANY BOLSHEVISM IN U. S., SAYS MAYOR HANSON

Country Needs Simon-Pure, Hard-as-Rock Newspaper Policies Directed by Men Who See Through Hair-Splittings and Subtle Shadings

SEATTLE, Wash., March 1.

BUT for the militant Americanism of the newspapers during the general strike in this city we might still be fighting the battle against the lawless, criminal leaders who had determined to bring about a nation-wide paralysis of all industry," Mayor Ole Hanson, of Seattle, said to Editor & PUBLISHER, referring to the putting down of the general strike in the Northwest city called by the Central Labor Council in sympathy with striking shipyard workers on February 6.

"I cannot give too much praise to the newspapers, which fought side by side with the loyalists in an effort to save Seattle from the Bolsheviki," says the man who is credited with having saved the day for Americanism by his prompt action and threat that military law would be resorted to if necessary to put down the rebellion.

Reached People Through the Papers

"In an edition of the Star, published shortly after the conclusion of the strike, I expressed my opinion of the papers which published during the revolution," he continued. "The front page story in the Post-Intelligencer, quoting Leon Green, alien Bolsheviki, as saying that 'the city should be dark and conditions made so terrible that the

"Seattle's newspapers have demonstrated again the vast power which the press, justly and intelligently edited, can exert toward passing safely the labor crisis which the United States is facing," Mayor Hanson said. "No country in the world has a power equal to that of the right-thinking United States press, which is solidly arrayed against the destructive unrest that is sweeping the old world and threatening our continent.

"So long as the press is American the seething radicals and reds at the bottom of labor troubles cannot do more than stir the surface. The placid depths will flow on, unhindered. Seattle's prompt action stemmed the tide of revolt, I believe.

Real Work Needed

"Labor is wonderfully strong when right, but pitifully weak when wrong. But the trouble is not over. A Bolsheviki movement of a strength we are only beginning to suspect is manifesting itself throughout the country. Bolsheviki money is being spent lavishly to spread the doctrine of revolution and anarchy in the United States. This insidious propaganda is under organized direction. Only by a counter-acting propaganda by newspapers, and a firm and uncompromising policy on their part, can this subsidized unrest be kept from poisoning the mind of American labor.

"This is no time for high-brow uplift stuff. What we need is simon-pure, hard-as-rock newspaper policies, directed by men who see through hair-splitting and subtle shadings to direct issues and can tell the difference between broad-mindedness and veiled anarchy.

"Had Seattle not been so fortunate as to have papers with red blood and convictions we might be fighting yet with the city under martial law. There was no half-way policy for the papers that published. Both have always been clean-cut in labor policies. The Star has always had the welfare of the laborer at heart and worked for his best interests. But the Star was not friendly to the Bolsheviki when he gained the upper hand in Seattle's labor council, and to-day labor in Seattle is learning things about itself and its leaders from both the Post-Intelligencer and the Star.

"Prompt action and publicity saved the situation. This is a time for editors to show courage. Whenever this I. W. W. outfit starts anything they should get hell and repeat."



SEATTLE'S FIGHTING MAYOR

strike would be won in a few days,' brought to the people a realization of just what was intended, and from the hour of that publication Leon Green would have needed police protection to walk the streets of Seattle. The fact is, he disappeared from public view at once.

"The Star will always have my support and profound admiration for its stupendous effort to publish a paper which turned the tide of the absurd and unwarranted strike which threatened to lead to universal chaos."

Mayor Hanson's Article

The article referred to, and written by Mayor Hanson, reads in part:

"Your editorials in the Star before the revolution came drew the line between Bolsheviki and patriots. . . . Your editorials called the people to arms, and all decent Seattle to-day thanks you. Without your editorial support and the free gift of papers to the city government, so that I could reach the people, the revolution would still be in progress and might have led, as the Bolsheviki's organ said, 'No one knows where.'

WILSON MEETS PRESS MEN OF CAPITAL

Washington Correspondents Have First "Chat" With Him in Two Years, but "Thoughtless" Query Causes a Break in Diplomatic Relations

WASHINGTON, March 5.—For the first time in about two years, President Wilson consented to be interviewed by newspapermen in Washington, just before his return to Paris. The conference was held on the Senate side of the Capitol during one of the President's visits there, in the hope of getting important legislation through the blockade of a Republican filibuster.

The consent of the President to meet the correspondents created a furore in the press gallery.

During his first term the President saw the correspondents once a week at least.

The interview was formally requested through James D. Preston, representative of the Senate press gallery, but there were few among the correspondents who believed the manoeuvre would be successful. The waiting group was fairly swept off its feet when the President suddenly sent out a cordial "come in."

The President relieved the tension with a laughing query:

"Well, gentlemen, how do I look?"

That broke the ice. The correspondents tumbled over themselves to talk.

The questions came in a deluge. Mr. Wilson carefully explained various points about the league of nations, going over with the newspapermen much of the ground he had covered the night before at the Congressional dinner at the White House.

The interview was progressing splendidly until some one asked a thoughtless question.

"How long do you think you will be away the next time, Mr. President, a year?" he babbled.

Diplomatic relations once more were broken off.

Editor-Senator Saulsbury Dines Friends

WASHINGTON, March 5.—Senator Willard Saulsbury of Delaware, president pro tem. of the Senate, who retired from that body Tuesday, was host at a dinner before he left the capital to former newspapermen in the Senate and a group of active correspondents with whom he was in close touch in Washington. Senator Saulsbury is in active editorial control of the Delawarean, a weekly paper published at Dover, which was established in 1859 by the Senator's father and two uncles.



Why Swift & Company Handle Poultry, Eggs, Butter and Cheese

Swift & Company went into the produce business because they saw a crying need for the kind of service they were equipped to perform.

The produce business was in chaos. Collecting, transportation, preparation and distribution was hit-or-miss, with delay, deterioration and loss on every hand.

The farmer was at the mercy of an uncertain, localized market. He had no way of reaching through to the people who needed what he was raising for them. There was no premium upon improving his stocks, for grading was lax or lacking.

The consumer had to accept produce that, as a rule, had no known responsible name behind it. He had no way of knowing how long the eggs or the butter he was buying had been lying around in miscellaneous lots in the back room of a country store. Much of the poultry was not properly refrigerated before shipment or properly protected by refrigeration in transit.

Swift & Company's initiative brought system to this chaos. Their organization, equipment, and experience in handling perishable food products were already adjusted to the task. Their refrigerator cars, branch houses, central points, far-reaching connections, trained sales force, supplied just what was demanded.

Now the farmer has a daily cash market in touch with the nation's needs with better prices. Standardization makes better produce more profitable. More consumers are served with better, fresher, finer foodstuffs.

Nothing suffers from this save inefficiency, which has no claim upon public support.

Swift & Company, U. S. A.



Without Advertising Business is a Leaf in the Storm

**“OHIO
FIRST”**

Ohio is a big state on your Uncle's big map. Her people have ambitions, tastes, needs and desires, which can be roused by Advertising in

**“OHIO
FIRST”**

Ohio's own Home Newspapers, the papers read in preference to all others.

OHIO is FIRST in rubber industries. She has the largest aviation field in the world.

She is FIRST in the making of pottery.

Of wheat, corn and oats, OHIO produces annually approximately 233,578,000 bushels.

Of tobacco she grows each year over 78,000,000 pounds.

Wealth is distributed in all parts of the state. Cities, towns, villages, suburban and urban districts having cash at their disposal, in position to buy to-day.

Strike the right note in OHIO and you'll hear the music of jingling dollars in your factory till, and the singing and whirring of accelerated machinery.

Ohio distributes annually among her industrious wage-earners \$400,000,000!

These OHIO Newspapers are read regularly by wage earners.

All OHIO reads them. They are edited by men who understand human nature and know how to appeal to it.

Humanize your advertising and these Newspapers will take you to success

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	32,807	.04	.04	Dayton News (E)	36,652	.055	.055
Akron Times	21,517	.03	.03	Dayton News (S)	28,216	.035	.035
Athens Daily Messenger	8,115	.02	.02	Lima Daily News (E&S)	11,710	.0265	.0207
Canton News (E)	13,636	.03	.03	Lima Republican Gazette (M&S)	10,008	.0143	.0143
Canton News	9,571	.03	.03	Marion Daily Star (E)	9,664	.02	.02
Chillicothe News-Advertiser	3,055	.00714	.00857	Newark American-Tribune (E)	6,380	.0128	.0128
Cincinnati Enquirer, 5c. (M&S)	55,504	.12	.12	Piqua Daily Call (E)	4,010	.0115	.0115
*Cleveland News (E)	134,461	.19	.18	Portsmouth Daily Times (E)	11,818	.025	.025
*Cleveland News-Leader (S)	142,425	.20	.19	Springfield News (E&S)	13,550	.025	.025
Cleveland Plain Dealer (M)	182,552	.24	.24	Toledo Blade (E)	81,897	.15	.13
Cleveland Plain Dealer (S)	205,825	.27	.27	Youngstown Telegram (E)	21,735	.05	.05
Columbus Dispatch (E)	81,656	.115	.105	Youngstown Vindicator (E)	23,685	.05	.05
Columbus Dispatch (S)	71,164	.115	.105	Youngstown Vindicator (S)	19,065	.05	.05
Columbus (O.) State Journal (M)	54,195	.10	.09	Zanesville Signal (E)	11,809	.025	.025
Columbus (O.) State Journal (S)							

*A. B. C. statement, average 18 months, ending April 1, 1918. Others are Government statements October 1, 1918.

HOWARD DAVIS DINED BY OLD FRIENDS

Associates in Hearst Organization Honor
Assistant Publisher on His Last Day
of Service With The American—
Given Gold Watch

The friends of Howard Davis, in the Hearst organization, gave him a dinner at the Automobile Club on February 28. It was a "farewell dinner," for Mr. Davis, after ten years of arduous and successful executive work for Mr. Hearst, had resigned his post of assistant publisher of the New York American to enter upon other work, the nature of which he has not yet disclosed even to his intimate friends.

The dinner was a surprise to Mr. Davis, and a pleasant climax to his last day in the American offices, where he had been besieged by well-wishers.

Victor H. Polachek, publisher of the American, acted as toastmaster and took occasion to testify to Mr. Hearst's deep regret because of the departure from the organization of one who, he had hoped, would always remain in the fold. Mr. Polachek said that Mr. Hearst would gladly have met any financial inducements offered to Mr. Davis, but that, after many conferences with him, had been convinced that he could not abandon plans already perfected. Bradford Merrill, general manager of the Hearst newspapers, told of his own high regard and warm friendship for Mr. Davis and voiced his regret at the severance of an association which had always been happy.

One of Ablest in the Field

T. V. Ranck spoke of the good-will of the editorial department and William C. Freeman, a veteran of the organization—although not now a part of it—added a hearty tribute to the ability and sterling character of the guest of honor, whom he regarded as one of the ablest men in the field. Duncan Curry, William G. Woodward, Sam Hecht and W. P. Anderson added their testimony to the good qualities of Howard Davis and to the deep regret felt by all of his associates at the breaking of the "ties of the old shop."

Mr. Davis responded briefly but impressively. He recounted the battles for business, and the battles against unjust criticism of the papers, in which he had fought shoulder to shoulder with his friends of the force—asking no quarter, proud of the cause. He assured his friends that he was parting from the organization holding for Mr. Hearst and for all within the ranks the warmest friendship and regard.

Mr. Polachek, on behalf of the staff of the American's business department, then presented to Mr. Davis a Howard watch.

Would Use Soldiers in Forestry

MONTREAL, March 4.—A delegation representing the Canadian Pulp and Paper Association and the Canadian Lumbermen's Association will go to Ottawa inside a few days to try to have the Federal Government employ returning soldiers in reforestry work in Canada. The delegation will be headed by Brig.-Gen. J. B. White, Sir William Price, head of Price Brothers & Co., Ltd., and W. Gerald Power, ex-president of the Canadian Lumbermen's Association.



HOWARD DAVIS

Printers Lose Their Profits By Lack of Cost System

Rigid Plan of Accounting May Be
Adopted by Rochester Houses
to Conserve Interests.

Printers in Rochester, N. Y., are discussing a plan "to stabilize, standardize and nationalize" the printing industry. It is what is called the "three year plan" of the United Typothete of America, which is in operation in a number of large cities, and is said to be very efficient. It involves a paid secretary-manager in full charge of local operations, the installation in every printing plant of a standard cost-accounting system, various local and educational features and courses of study for employees and the free services of a national research and advertising bureau.

That Rochester is sadly in need of some system of cost-accounting was brought out at a recent meeting when John P. Smith, president of the Rochester Typothete, showed the printers of that city that, figured on a 25 per cent. basis, the trade was in bad financial condition. He produced charts to prove the following:

The eighty-eight plants of Rochester employ 999 persons. Including the various special plants, trade service shops, etc., the total employed force of the printing industry and allied trades of Rochester is 1,549, with a total annual payroll of \$1,154,475. Eight thousand

persons, it is figured, are directly dependent upon those employees for a livelihood. The survey and figures do not include newspaper publishing plants, as such, or for lithographers and other trades that cannot be directly classed as part of the printing industry.

Thirty-one of the plants, doing a yearly business of \$5,000 and less, showed an actual loss of \$25,486 for one year, and a total loss and lost profit of \$57,514. Those thirty-one plants do less than 5 per cent. of the total commercial printing business of the city, the figures showed.

Sixteen plants, doing \$5,000 to \$10,000 annual business, show an actual loss of \$11,946, and a total loss and lost profit of \$44,367. The average salary of the heads of those sixteen plants is only \$1,504 a year, and but nine of them are receiving an amount equal to that paid to journeymen printers under the Rochester scale.

Profits Not Conserved

Twenty-one plants, doing \$10,000 to \$25,000 annual business, show an actual loss of \$4,575, and a total loss and lost profit of \$36,005. Five plants, doing \$25,000 to \$50,000 annual business, show a 3½ per cent. profit of \$5,968, but a lost profit of \$36,309. Eight plants doing \$50,000 to \$100,000 annual business, show a 7 per cent. profit of \$33,257, but a lost profit of \$38,472. Seven plants, doing an annual business of \$100,000 or more, representing only one-twelfth of all commercial printing plants in the city but handling one-half of all the business, show an 8.3 per cent. profit of \$107,123, but a lost profit of \$215,319.

SHERMAN DEMANDS ESPIONAGE REPEAL

"Dares" President to Let People and
Press Freely Discuss League of Nations
Plan—Supreme Court Holds
Law to Be Constitutional

WASHINGTON, March 3.—The Espionage law, as affecting free speech and free press, received attention in the Senate and the United States Supreme Court to-day.

In a sensational attack on the proposed league of nations, Sherman of Illinois "dared" President Wilson to consent to a repeal of the Espionage act "so that the restrictions may be lifted from free speech and a free press and full discussion given the details of this scheme." The Senator asserted that if he does not find support for his contentions in the Republican Party, he will seek it elsewhere.

"He does not dare repeal this law and let the people know the truth, and the Democrats would not even let this matter come to a vote before the Senate." Senator France, of Maryland, also Republican, interjected.

"That is true," agreed the Senator from Illinois, "and if I had my way the legislative situation would have been so handled on this side of the chamber as to have compelled an extra session at once. I want to say that if I cannot find in my own party support for this demand for a free discussion I shall go elsewhere."

Court Upholds Law

The Supreme Court held that the so-called "enlistment section of the Espionage act is not an interference with the right of free speech, as provided by the Constitution.

"When a nation is at war," the court held in an opinion rendered by Justice Holmes, "many things that might be said in time of peace are such a hindrance to its effort that their utterance will not be endured so long as men fight, and no court could regard them as protected by any constitutional right."

The opinion was rendered in sustaining convictions of Charles T. Schenk and Elizabeth Baer of Philadelphia, who were charged with attempting to interfere with army enlistments by sending through the mails to men of draft ages circulars discussing subjects relative to the war.

The court also, in effect, sustained the conviction of Kate Richards O'Hare in North Dakota, under the Espionage act, by refusing to review her case, and also the conviction of Abraham L. Sugerman of Minneapolis.

Trade News Service Formed

ST LOUIS, March 4.—The Associated Trade Press has been organized here by Louis Resnick to furnish a trade paper news service. E. J. Costello will be in charge of a Chicago office. Both are former Associated Press men.

The total profit of the eighty-eight plants is only \$102,341 a year, as compared to a yearly business of more than two and a half million dollars, and their total lost profit is figured at \$535,986.

Too much guessing at costs and proper selling prices, faulty bookkeeping systems, and inability to estimate were some of the most impressive shortcomings of the Rochester printing industry as shown by the survey.

DRY MATS ARE USED BY 150 NEWSPAPERS

Of German Origin, the Process Has Been Adapted to Meet American Needs and Has Become a Fixture in Many Plants

It is claimed that about 150 newspaper plants have discarded steam tables and have eliminated the heating of type forms by adopting the cold process.

As has been explained in these columns before, the great advantage claimed for the dry mat is in the saving of newsprint which is possible through its use. The matrix, before going into the casting box, is made to shrink approximately one-fourth of an inch across the newspaper page. By taking advantage of this shrinkage the newspaper may, without narrowing margins, use four-page wide print paper rolls that are one inch shorter, two-page wide rolls that are half an inch shorter, and one-page wide rolls that are a quarter of an inch shorter than must be used with wet mats and steam tables. This approximates two per cent. of print paper.

Specialists on the dry mat contend that there is a marked improvement in typography through its use. The printing is more legible and clear, they claim, particularly in the reproduction of half-tones. A publisher who has used the dry mat for several years said to a representative of **EDITOR & PUBLISHER** recently that his men would go on strike if he should restore the old steam table.

Considering the strong testimony in favor of the dry mat given by nearly all publishers who have adopted the process, it would seem logical to predict that it would soon come into very general use. The fact that but 150 newspaper plants have thus far taken it up would indicate that innovations in mechanical processes for printing find slow acceptance. However, among the newspapers which have discarded the wet-mat process are such prominent ones as the Atlanta Constitution and Atlanta Journal, Minneapolis Tribune, Hartford Times, and others of comparable standing.

At least one feature syndicate, the International, uses the dry mat for its service. The manufacturers claim that the equipment cannot get out of order, while the steam table is a constant menace.

INVENTORIES ARE NECESSARY

Military Tract Editors Also Urged to Raise All Rates

GALESBURG, Ill., March 1.—Necessity for higher rates for advertising, printing and newspaper sales was voiced by speakers at the sixtieth annual convention of the Military Tract Press Association, held here.

An impressive talk was given by Van L. Hampton, of the Macomb Bystander, urging that publishers make a regular and systematized inventory of their stock. He spoke from his own experience of having recently lost his plant by fire.

Officers for the ensuing year are: President, J. E. Dertinger, Bushnell; vice-president, G. S. Flint, Gates City; secretary, Van L. Hampton, Macomb.

W. Montague Pearsall Agency, 203 Broadway, New York, has started a newspaper campaign on "Advance Brand" wild cherry cough drops, using 270-line copy to begin.

DOES HIS BEST WORK IN BOOSTING PAPERS



JOHN F. D. AUÉ

THE ambition of John F. D. Aué, publisher of the Fort Smith (Ark.) Times-Record, is to build up and better any newspaper property with which he becomes connected; and that ambition has not failed of achievement. Mr. Aué is not a native of this country. He came here from Holland, where he was born, in 1894, when but thirteen years old, settling with his parents in Sioux Center, Iowa, where he finished a high-school course and then taught the young for two years. The life of a schoolmaster did not offer what he considered permanent attraction, however, so he became accountant for a big lumber concern in Alton, Iowa.

While in Alton Mr. Aué was drawn to the newspaper business, and in 1910 he bought the Alton Democrat. The paper had a very limited circulation, but Mr. Aué applied ordinary business principles to conducting it, and in five years was printing 60 per cent. more copies than his predecessor, and had increased the business by 60 per cent. In the meantime, that is, in 1913, he was elected secretary of the newly formed Iowa Press Association, for which he gathered a paid-up membership of nearly three hundred. In 1915 he sold the Democrat and went to Des Moines as general assistant to Gardner Cowles, publisher of the Des Moines Register and Tribune. In that position he found his old experience as an accountant of great value, for besides assisting in general promotion, he instituted a system of cost finding and separated the accounts of the Morning Register, Evening Tribune, and Sunday Register.

When Mr. Aué purchased the controlling interest in the Fort Smith (Ark.) Times-Record, which he did in January, 1918, he found a circulation of 7,858. He has nearly doubled that figure already, and is still boosting it higher.

Sees No Cut in Paper Prices

ROCHESTER, N. Y., March 1.—Don't wait with the expectation that the world is going to change in a minute. Paper is going to remain right where it is for some time to come; so continue to buy for your needs," was the advice of Joseph T. Alling, president of the Alling & Cory Paper Company, to a meeting of printers and their employees in the rooms of the Rochester (N. Y.) Ad Club.

14 Evening Papers Cover Michigan

No Other State Has Such Economical and Thorough Coverage

These Invaluable Advantages Available

1st

The Detroit News has the largest circulation in the middle west outside Chicago. The News city circulation exceeds the number of English speaking homes.

2nd

The Grand Rapids Press is the largest paper in Grand Rapids, reaches practically every home in the city, has 5 times the circulation of its only evening competitor and 2½ times that of the local morning paper.

3rd

The Flint Journal, Bay City Times-Tribune, Lansing State Journal, Saginaw News-Courier, Pt. Huron Times-Herald, Kalamazoo Gazette-Telegraph, Pontiac Press-Gazette, Muskegon Chronicle, Adrian Telegram, Ann Arbor News are ten splendid modern newspapers without any local competition. Each covers its field with practically 100% thoroughness.

4th

The Jackson Citizen-Patriot is the only evening paper in Jackson and has three times the circulation of the morning paper.

5th

The Battle Creek Moon-Journal has a much larger local circulation than any other paper in its city.

Here Are the Circulations and Rates

Newspaper	Net paid circulation	5,000-line adv. rate
Adrian Telegram	9,976	.025
Ann Arbor Times-News	7,300	.0215
Battle Creek Moon-Journal	6,457	.015
Bay City Times-Tribune	16,814	.035
Detroit News	217,000	.25
Flint Journal	25,947	.05
Grand Rapids Press	84,435	.10
Jackson Citizen-Patriot	24,781	.05
Kalamazoo Gazette-Telegraph	23,893	.04
Lansing State Journal	26,094	.05
Muskegon Chronicle	13,574	.025
Pontiac Press-Gazette	10,912	.02
Pt. Huron Times-Herald	11,257	.028
Saginaw News-Courier	24,000	.05

TIPS FOR THE AD MANAGER

M. P. GOULD COMPANY, 60 West Thirty-fifth Street, New York. Will place account of Basic Products Company, 233 Broadway, New York, manufacturing "Thros" Fuel Cubes.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Contemplating an extensive campaign for the E. Clark Company, Baltimore, on "Virginia Peanut Oil."

GUENTHER-BRADFORD AGENCY, 122 South Michigan Avenue, Chicago. Makes up lists in April for the Williams Soap Company toilet preparations.

SHERMAN & BRYAN, 79 Fifth Avenue, New York. Will handle advertising hereafter for the Fulton Motor Truck Company, Farmingdale, N. Y., of which C. W. Strichby is the new advertising manager.

W. A. PATTERSON COMPANY, INC., 1 Madison Avenue, New York. Makes up monthly lists for C. R. Acfield, 1328 Broadway, New York, advertising surgical foot appliances.

MUMM-ROMER AGENCY, 568 East Broad Street, Columbus, Ohio. Will make up lists in April for the Roderick Lean Manufacturing Company, Mansfield, Ohio, to advertise farm implements.

CORNING-FIRESTONE AGENCY, St. Paul. Placing 3,000 lines for the Lanpher Hat (Lanpher, Skinner & Co.) in Northwestern dailies and weeklies for March, April and May; also placing 1,500 lines for the T. L. Blood Paint Co., St. Paul, in Northwestern farm papers.

ACORN AGENCY, 150 Nassau Street, New York. Placing twenty-eight-line seven-time orders with New England newspapers for H. Morgan Pollock & Co.

JEAN DEAN BARNES, 354 Fourth Avenue, New York. Generally makes up list about this time for B. Priestley & Co.

BARTON & DURSTINE, 25 West Forty-fifth Street, New York. Placing orders with newspapers in New York State and surrounding cities for the New York Tribune.

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York. Again placing orders with Southern newspapers for Norris Candy Company.

BLACKMAN-ROSS COMPANY, 95 Madison Avenue, New York. Placing copy with Newark and New York City newspapers for H-O Company.

H. C. BRADFORD COMPANY, Kresge Building, Detroit. Will handle the advertising for Commerce Motor Car Company.

BRANDT ADVERTISING COMPANY, 8 South Dearborn Street, Chicago. Will handle the advertising for Martin & Martin.

CHAMBERS AGENCY, Maison Blanche Building, New Orleans. Placing orders with a few newspapers in selected sections for Cotton Publicity Committee.

E. H. CLARKE AGENCY, Steger Building, Chicago. Making 10,000-line contracts with Missouri newspapers for American Chain Company.

COWEN COMPANY, 30 Kilby Street, Boston. Reported will shortly make up lists, using newspapers, for Chase & Sanborn.

D'ARCY ADVERTISING COMPANY, International Life Building, St. Louis. Again placing orders with newspapers in various sections for Anheuser-Busch Brewing Association.

DAUCHY COMPANY, 9 Murray Street, New York. Placing orders with Con-

necticut newspapers for American Mustard Company.

RICHARD A. FOLEY AGENCY, Terminal Building, Philadelphia. Placing orders with newspapers for F. G. Vogt & Sons.

ERWIN & WASEY, 58 East Washington Street, Chicago. Placing orders with newspapers within a trade radius of Marshalltown, Ia., for Western Grocer Company.

FEDERAL AGENCY, 6 East Thirty-ninth Street, New York. Making 5,000-line contracts with newspapers in Missouri, Utah, and State of Washington for Falk Tobacco Company.

GREEN-LUCAS COMPANY, Hanover and Fayette Streets, Baltimore. Placing advertising with newspapers for City of Baltimore; reported to be again placing orders with some Southern newspapers for McCormick & Co.

EDGAR M. HOOPES ADVERTISING AGENCY, Equitable Building, Wilmington, Del. Placing orders with Southern newspapers for Pine Forest Inn, Summerville, S. C.

MARTIN V. KELLEY COMPANY, Second National Bank Building, Toledo. Asking rates in newspapers within trade radius of Toledo for Woolson Spice Company.

FRANK KIERNAN COMPANY, 135 Broadway, New York. Placing some advertising for Certone Company.

LORD & THOMAS, Mallers Building, Chicago. Asking rates in newspapers for Miller Tire and Rubber Company; making 10,000-line contracts with some Texas newspapers for Texas Star Flour Mills.

H. K. McCANN COMPANY, 61 Broadway, New York. Again placing orders with newspapers generally for Borden's Condensed Milk Company.

ROBERT M. McMULLEN COMPANY, Cambridge Building, New York. Again placing orders with newspapers, principally in the South, for George Washington Sales Company; again placing orders with New York City newspapers for Standard Milling Company.

MEARS ADVERTISING, INC., 461 Eighth Avenue, New York. Making contracts with newspapers generally for Rosenberg Brothers & Co.

O'CONNOR-FYFFE, 281 Fifth Avenue, New York. Placing twenty-eight-line thirteen-time orders with newspapers that have rotogravure sections for Johnson-Cowden & Co.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Asking rates in newspapers for Edison Company.

E. P. REMINGTON AGENCY, 1280 Main Street, Buffalo. Making a few contracts with newspapers for Hewitt Rubber Company; placing orders with newspapers for General Baking Company.

JOSEPH RICHARDS COMPANY, 9 East Fortieth Street, New York. Will handle the advertising for Simms Magneto Company.

ROGERS, BRETT-BAKER COMPANY, Guardian Building, Cleveland. Placed orders with some New York City newspapers for Edwards Company.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York. Placing orders with newspapers for Standard Statistics Company.

SCOTT & SCOTT, 144 East Thirty-second Street, New York. Will place some advertising in newspapers for W. J. Thompson Company.

F. P. SHUMWAY COMPANY, 453 Washington Street, Boston. Will make up a list of newspapers during April for Glastonbury Knitting Company.

STREET & FINNEY, 171 Madison Avenue, New York. Placed orders with a few newspapers for an experimental campaign for La France Manufacturing Company.

FRANK SEAMAN, INC., 470 Fourth Avenue, New York, and Chicago. Making up a list for Republic Motor Truck Company; placing orders with newspapers in sections where "Fatima" schedule did not run for Liggett & Myers Tobacco Company; will shortly place orders with New York City newspapers for Liebmann's Sons Brewing Company; making 5,000-line contracts with New York State and Southern newspapers for Thomas Maddock's Sons Company; making 5,000-line contracts with New Orleans and Alabama newspapers for Colgate & Co.

TEA ASSOCIATION, 118 Front Street, New York. A combination of tea concerns are forming an association whereby they will do a general newspaper campaign of advertising. At present no agency has been selected to place this business.

THOMAS ADVERTISING SERVICE, Heard Building, Jacksonville, Fla. Placing additional orders with newspapers in selected sections for Florida Citrus Exchange.

THOMPSON-KOCH COMPANY, 32 West Sixth Street, Cincinnati. Placing copy on contracts for Sterling Remedy Company, which bought out the Bayer Company.

TRACY-PARRY COMPANY, Lafayette Building, Philadelphia. Placing orders with some Baltimore newspapers for Frishmuth Brothers & Co.

VAN PATTEN, INC., 50 East Forty-second Street, New York. Placing orders

with large city newspapers for Flazolyn Company.

EDISON ELECTRIC APPLIANCE COMPANY, Chicago. Has started a national advertising campaign on "Hotpoint," Hughes, and General Electric products.

MITCHELL AGENCY, 805 Mary Place, Minneapolis. Starting March 1 a national campaign on leather coats for sports purposes and flannel shirts. Also placing account of Northwestern Knitting Company, Minneapolis ("Munsingwear") and Foote-Schulz & Co., shoe manufacturers, St. Paul.

REX W. WADDELL AGENCY, New York. Will place advertising for the Winton Engine Works, Cleveland (All-American Diesel oil engines) and Evans Stamping and Plating Company, Taunton, Mass.

MANERNACH AGENCY, Hartford, Conn. Will handle future advertising of the Hershell-Spillman Motor Company, North Tonawanda, N. Y.

LESAN COMPANY, New York. Has been appointed advertising agent for the Curtiss Aeroplane and Motor Corporation.

WELLS-LAMONT MANUFACTURING COMPANY, Minneapolis, Minn., automobile, work and specialty glove manufacturers. Within the next sixty days will place their year's appropriation with an advertising agency yet to be determined, and shortly thereafter will inaugurate an extensive campaign in standard magazine media and in local newspapers. The concern now does business in forty states.

Twelve things to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
251-253 WILLIAM ST. - - NEW YORK CITY
PHONES: - - 1637 WORTH 1638

LEE LOOMIS' DREAM OF GOOD PLANT CAME TRUE



Here is a picture of the new home of the Muscatine (Ia.) Journal and News-Tribune. It is 50x135 feet and has everything on one floor, and its arrangement and equipment constitute the last whisper in newspaper plant perfection—the finest dream of the manager, Lee Loomis, come true. It is equipped with a sixteen-page Duplex with every improvement and accessory. The Journal is one of the successful and prosperous Lee Syndicate Iowa and Missouri dailies. Mr. Loomis, manager of the plant in the Ellis Parker Butler town, is a nephew of A. W. Lee, founder of the syndicate.

CANADIANS PROTEST "FREE SPACE" FLOOD

Press Agents of Government Swamp Editorial Offices—Press Association Asks Acting Prime Minister Thomas White for Relief.

TORONTO, March 3.—A protest against the flood of requests from Government departments for the publication of free readers was recently made by a special deputation, representing the advertising committee of the Canadian Press Association. A statement of the position of the association in the matter was presented, the following points being emphasized:

That, while there would be from time to time such national needs as those of the two victory loans, in connection with which it might be very desirable that the full co-operation of the press through its news and editorial columns should be secured, yet there are other lines of Government effort in connection with which the publicity that could be secured through the advertising columns would be simple and which have not anything like the same call upon the press for free publicity.

Press Agents Compete

That various Government departments and officers, overlooking this distinction, have come to regard the co-operation extended by the press in connection with the victory loans as a precedent that would justify them in requesting similar co-operation in connection with efforts of the Government for which they are respectively responsible.

That several Government departments have employed press agents and in the absence of any general policy governing and coordinating the publicity plans of the several departments, each of these press agents is particularly interested in securing the largest possible amount of publicity for his own department and in his efforts to do so is liable to overlook the effect

of his numerous requests on the attitude of the press towards requests for publicity in connection with other needs of the Government.

That the very mass of requests for free publicity going out from various Government departments is such as to defeat its own purpose.

That the effect of the unchecked and indiscriminate solicitation of free publicity by the several Government departments must be to increase tremendously the obstacles in the way of the mobilization of the power of the press to meet national emergencies as they arise.

The deputation consisting of the president, the chairman of the advertising committee and the manager interviewed the acting prime minister, Sir Thomas White. Sir Thomas recognized the force of the argument and promised to send a copy of the statement with a covering letter from himself to the head of each department.

Rally for Victory Loan

ST. PAUL, Minn., March 1.—A. O. Moreaux, publisher of the Luverne Herald and ex-president of the Minnesota Editorial Association, has issued an appeal to the papers to continue aiding future Liberty Loan and War Savings Stamp campaigns. "With due regard for modesty," he says concerning the part the newspapers played in the war, "we all can feel that without the support of newspapers it would not have been possible for Minnesota to make the splendid showing she has in all the war activities, especially in the buying of bonds."

Ad Women Hold Weekly Luncheons

The League of New York Advertising Women has resumed its luncheons every Wednesday. Each week the luncheon is in charge of one of the league members, who arranges for a speaker. On the third Wednesday of each month the programme of the preceding evening will be the subject of the discussion at the luncheon.



For less than half a CENT per inhabitant you can run 5 full pages of advertising in every English language daily paper in West Virginia

Population nearly 1,500,000

As to money, well how much is YOUR state going to spend this year for road work?

West Virginia has \$16,000,000 available for road work during the present year.

If you advertise at all, here is your good market where a little well-spent money in the newspapers will make you a BIG advertiser.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph .. (M)	6,426	.01428	†Herald-Dispatch .. (M)	10,479	.02
Charleston			†Herald-Dispatch .. (S)	11,103	.02
†Gazette .. (M)	14,500	.02	Martinsburg		
†Gazette .. (S)	16,500	.02	*Journal .. (E)	3,068	.0129
*Leader .. (M)	6,819	.0157	Morgantown		
*Leader .. (S)	7,351	.0157	†Post .. (E)	3,025	.0143
*Mail .. (E)	8,735	.03	Parkersburg		
Clarksburg			*News .. (M)	6,300	.0125
*Exponent (M&S)	8,607	.02	*News .. (S)	6,200	.015
*Telegram .. (E)	8,020	.02	†Sentinel .. (E)	6,854	.017
*Telegram .. (S)	7,746	.02	Wheeling		
Fairmont			†Intelligencer (M)	11,366	.0325
*Times .. (M&S)	7,209	.02	†News .. (E)	16,225	.04
*W. Virginian (E)	5,377	.02	†News .. (S)	16,225	.04
Grafton					
*Sentinel. . . (E)	2,476	.014			
Huntington					
†Advertiser .. (E)	8,231	.02			

*Government statement, Oct. 1st, 1918.
 †A. B. C. statement, Oct. 1st, 1918.
 ‡Publishers' statement.

File the facts for reference

EDITORIAL

MECHANICAL EQUIPMENT

SINCE the signing of the armistice the trend has been towards a restoration of normal output of peace-time products on the part of manufacturers of newspaper equipment and supplies.

Just now the related industries of this character find themselves in about the same situation which confronts all manufacturing plants—in some instances unfinished Government work still demanding priority, while in other cases the decks are cleared for a resumption of the regular order of business.

Yet, as always happens in a period of changing conditions, difficulties of a very real kind appear. These have to do at this time largely with uncertain markets in raw materials and unsettled labor conditions.

Makers of mechanical equipment, however, are highly optimistic as to the outlook, press manufacturers particularly having in sight orders and prospects sufficient to tax their resources to the utmost. The general revival of business upon which the country is entering—although the entrance is being made without much noise or ado—will shortly operate to greatly increase the demand for everything that goes into the making of newspapers. The industry, with but slight pause for readjustment, will turn from war to peace conditions without appreciable loss of momentum.

This issue of *EDITOR & PUBLISHER*, the annual newspaper equipment and supply number, presents several special features of timely interest and value bearing upon the practical problems of developing newspaper plants. The thought of all publishers turns to methods of securing greater and better output, of conserving space, time, power and human effort. Between the ideal of a newspaper home of a picturesque kind, set as a jewel in the city's forehead, and the ideal of a newspaper home based upon the factory plan, the average publisher will feel, we believe, that a medium ground should be found.

INVESTIGATION OF COMPLAINTS

WITHIN recent weeks *EDITOR & PUBLISHER* has received between seventy-five and a hundred letters from publishers bearing upon the deficiencies of the second-class mail service. Digests of these letters have been submitted to the Postmaster-General, and he has referred the matter to Otto Praeger, Second Assistant Postmaster-General, for investigation and action.

Mr. Praeger, writing to *EDITOR & PUBLISHER* under date of February 23, says:

"Each one of the cases of complaint you refer to will be made the subject of a personal investigation by a representative of the department, and I shall be pleased to advise you fully as to the result of the inquiry.

"I take this opportunity of expressing to you my appreciation for having brought these matters to the attention of the department, and to assure you that it is the desire to render the very best possible service to the patrons of the Post Office Department."

Mr. Praeger will have discovered, from an examination of the complaints submitted, that most of the bad service cited has been due more to the system in vogue in the Railway Mail Service than to individual laxity. When, for instance, it happens with regularity that newspapers, mailed in individual wrappers, are eventually delivered in "bunches," instead of day by day; when newspaper bundles are, with discouraging regularity, carried past their destinations, missing connections at junction points and becoming a total loss to the newspapers, it would appear to be obvious that these lapses grow out of fundamental rather than incidental deficiencies.

THERE'S a Victory Liberty Loan campaign just ahead—and it will afford the fire-test of the power of advertising. Newspapers will be, as usual, "the first to fight" in this campaign.



THE LESSON

THE leaders of men in Europe and in America—almost a majority of those who are conspicuous in the affairs of the world at the present time—have joined in tending to Henry Watterson, through a "Marse Henry" edition of the Louisville Courier-Journal, expressions of their admiration of his unmatched genius and appreciations of his half century of courageous service to mankind.

His fellows of the great guild, poets, authors, clergymen, educators, labor leaders, Cabinet Ministers, Senators, Representatives, Judges, statesmen—all have joined in contributing to the "basket of flowers" prepared for Marse Henry by his friend, Judge Robert W. Bingham, publisher of the Courier-Journal.

Could any other journalist, living or dead, have drawn so great a tribute from his contemporaries? What is the lesson of this career? By what magic does Henry Watterson win and hold the affections even of men who may but rarely agree with his views upon public questions?

In the very human-ness of the man a part of the answer may be found. In his grained-in-the-bone integrity may be found the rest.

Nobody could imagine Henry Watterson writing anything which he did not believe. Nobody could conceive Henry Watterson as an attorney, willing to or capable of writing a brief for either side of a controversy. Nobody has ever found him neutral on any question affecting the public interest. Nobody ever had the power to silence him.

Thus it has happened that Marse Henry, while often crusading for an unpopular doctrine, has never forfeited the respect and affection of his fellow men. He has never posed as immune from human frailties—he has never assumed intellectual infallibility. He has always been ready and eager for "either a fight or a foot race."

Fifty years out on the rim of battle—scarred but never licked—best type of American, best loved of newspaper men—may Marse Henry long be spared to a world which has learned his worth!

AS soon as building conditions permit, Victor F. Lawson, publisher of the Chicago Daily News, will begin the erection of a newspaper home at the corner of Madison and Market Streets, with a frontage on the river. Three or four years ago Mr. Lawson acquired a 199-year lease of this plot of ground, 200 feet square, and the delay in starting construction work has been due to war conditions.

THERE are six evening newspapers in the United States having a circulation above three hundred thousand. In the tabulation which was published in *EDITOR & PUBLISHER* last week an error made it appear that there are seven. Two of these six newspapers are published in New York, two in Chicago, one in Philadelphia and one in Boston.

March 8, 1919. Volume 51, No. 39.

EDITOR & PUBLISHER

Published weekly by
THE EDITOR & PUBLISHER CO.

1117 World Building, 65 Park Row, New York.

James Wright Brown, editor; W. D. Showalter, managing editor; Walter Sammie, features, and John F. Redmond, news.

London: Charles Capelhart.

Paris: F. B. Grundy.

Toronto: W. A. Orsick.

Chicago: D. F. Cass.

San Francisco: Geo. H. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John R. Garaway.

10 cents a copy; \$3 a year; foreign postage, \$1.00;

Canadian, 50c.

JOHN W. KELLER

EVERY member of the senior class of New York newspaper men will feel a personal grief in the passing of John W. Keller, best known perhaps as the managing editor of the old New York Recorder. Mr. Keller had been in poor health for some time and during recent months had been under treatment for threatened blindness.

John W. Keller was a Kentuckian, and a Yale man. He was a man of exceptional magnetism, a natural orator, a democrat in both a party and ethical sense, a friend-maker and a friend-keeper. His chief work in journalism took the direction of a kindly-critical interpretation of social matters and of society folk, as illustrated in his famous column, "Cholly Knickerbocker," first established in the Recorder and afterwards transferred to the Hearst newspapers.

He was a Tammany man, sharing for many years with Bourke Cockran the oratorical honors of the Wigwam. Richard Croker thought so highly of him that he swung the New York delegation to his support for the nomination for the vice-presidency at the Kansas City convention.

Mr. Keller had held many posts of honor. He was twice president of the New York Press Club and twice of the National Democratic Club; commissioner of charities for New York for four years and of late years had been chief clerk in the District Attorney's office.

John W. Keller will long be remembered by his confreres as the kindest of chiefs, big-hearted, clean of mind, a scorner of pretence, brilliant and honest!

EDWARD A. FILENE'S DOCTRINE

ONE of the first line of American merchants is Edward A. Filene, of Boston. He has demonstrated that "truth in advertising" is a practicable policy—through building up a great retail business based unqualifiedly upon that policy.

Mr. Filene, in a recent talk at the St. Louis Ad Club, stated his doctrine concerning the right relations between a newspaper and an advertiser. In brief, he contends that no advertiser has the slightest right to try to influence the policy of the newspapers in which he buys space. What he does assert as a right of the advertiser is to demand that "editorial expressions, while free, must be honest; and, most important of all, that the news is truthful and honest to the last degree." Mr. Filene also believes that the advertiser whose copy is clean and truthful has the right to demand that other advertisers should conform to the same standards.

Mr. Filene's doctrine would put on trial the honesty and sincerity of a newspaper's editorial policy. Who is to be the judge of this—except the newspaper's readers? His doctrine would set up his own advertising copy as a standard by which all other copy must be tested. Would that be fair? Most important of all, in Mr. Filene's opinion, is the consideration that the news shall be truthfully and honestly told "to the last degree." It is a safe assertion that almost all newspapers consider truth and honesty in the telling and treatment of news as a vital policy. The "coloring" of news, unless useful and legitimate emphasis may be called by that name, is an outlawed practice. Yet Mr. Filene's demand, unless subject to the adjudication of the great jury of the newsreading public, would be a difficult one to meet. If a newspaper, in the public interest, prints the news of some happening which even an honest and high-minded advertiser believes should have been suppressed—good night to that advertising account!

The Filene doctrine has much to commend it—but is it, in the present stage of human development, quite workable? Would it not, after all, involve a good deal of dictation by the advertiser as to the policy of a newspaper?

PERSONALS

IN THE EDITORIAL ROOM

J. K. Ohl, editorial director of the New York Herald, is confined to his home by illness, being run down by overwork.

Capt. Laurence Stallings, former member of the Atlanta Journal staff, who was seriously wounded while fighting with the marines at Belleau Wood, will be married in Wake Forest, N. C., to-day to Miss Helen Proteat. Capt. Stallings was struck by seven machine-gun bullets and was later cited for bravery. He is now able to walk with crutches.

M. Reed McCarty, police reporter of the Harrisburg Telegraph, has been appointed assistant secretary of the Harrisburg Chamber of Commerce. He has also worked on the Williamsport Gazette and Bulletin.

Bruce Bliven has been appointed to the editorial staff of the New York Globe, after two years with Printers' Ink.

Lieut. Samuel McMeekin, sports editor of the Louisville Courier-Journal, is home after six months' service overseas. Although a winner of many track trophies, McMeekin declares he was never able to keep up with the fleeing squareheads.

Sands Chipman, late of the Boston Traveler and Post, has joined the Thomas Dreier Service, Boston, as editorial assistant to Mr. Dreier.

Frank W. Barton, a reporter on the Portland Oregonian, who went to France with the Eighteenth Railway Engineers, was married recently to Mlle. Marie Lena Carseule, of Lormont, France. Barton has been on the staff of the Stars and Stripes in France.

Major Walter de Longville Giffard, of the British Army, former automobile editor of the Portland Oregonian, was married recently in London to Miss Ella Cammel.

Orton E. Goodwin is publicity manager in the Pacific Northwest for the Methodist centenary \$100,000,000 campaign.

W. B. Millen, late of the St. Paul Dispatch-Pioneer Press city staff, has been given charge of the foreign department of the Capital National Bank of that city.

Katherine Richardson, who has been with the St. Louis Star for the last six years, has been made feature editor.

Irving Brant, formerly of Des Moines, is now dramatic editor of the St. Louis Star.

Capt. E. M. Lewis expects soon to be discharged from the army and will resume his work on the editorial staff of the St. Louis Star.

Clarence Lloyd, who has been with the sports department of various St. Louis papers, has been appointed secretary of the St. Louis National League Baseball Club. His successor is James M. Gould.

Frank Poeton has been temporarily transferred from the rewrite desk of the Chicago Daily News to the sports department.

George Emmanuel, formerly with the Chicago Herald and Examiner news staff, will be editor of a new trade paper which Armour & Co., packers, are about to publish.

Mrs. Wilma Phillips Stewart succeeds Mrs. Buehla Schenk as domestic economy editor for the Des Moines Capital.

Sergeant Paul Jacoby has returned to his former position as sports editor of

the Elgin (Ill.) Daily Courier. Sergt. Walter J. Fay, who was in the Army Motor Mechanics Division, has been added to the staff of the Courier.

Robert Hiestand, formerly managing editor of the San Francisco Call, is now in charge of promotion for the Sunset Magazine.

Julien J. Proskauer, editor of the Kansas City (Kan.) Globe until its suspension, is now city editor of the Mansfield (Ohio) Shield. Lately he was City Hall man of the South Bend Tribune.

IN THE BUSINESS OFFICE

Frank A. Munsey was formally presented with the Cross of the Legion of Honor in recognition of his war work for France at a dinner of the Lotos Club last Saturday evening.

Fred Schwab is now classified advertising manager of the Wisconsin-News and John Mullen and Thomas Trowbridge are new additions to the display staff.

O. M. Van Horten and Lee Black are back with the Des Moines Register-Tribune's advertising staff.

Syd Hydeman is back in the New York Tribune's advertising department, after serving Uncle Sam.

R. C. Adams, assistant classified advertising manager for the Des Moines Register and Tribune, has resigned to take charge of the classified department of the Capital.

Lieut. Charles Grahl, formerly connected with the advertising department of the Des Moines Register and Tribune and now in France with the Rainbow Division, has applied for permission to remain in the regular army and retain his commission.

Leland Wooters has been placed in charge of a new special service for advertisers started by the Des Moines Register and Tribune.

Daniel Nicoll, Chicago representative of Gilman & Nicoll, is spending a month in New York.

L. P. Rutherford, who has been connected with the Philadelphia Record for twenty-eight years, and for much of that period serving as circulation manager, has resigned to become business manager of the Lancaster (Pa.) Examiner.

H. T. Watts, advertising manager for the Des Moines Register and Tribune, has returned to his desk after a few days in Minneapolis.

John F. D. Aue, publisher of the Fort Smith (Ark.) Times-Record, is spending a few days in Des Moines with his friends at the Register and Tribune, where he was formerly auditor.

Dennis Lynch, for thirty-seven years connected with the New York Herald advertising staff, was given a surprise dinner at the Bronx Club Tuesday evening.

Sergt. Herman Philipson of the Marines, who used to be advertising manager of the Dallas (Tex.) Herald and later in charge of advertising for the W. S. S. in Washington, is on his way home from France.

E. N. Hatch has given up law to return to the classified advertising department of the St. Paul Daily News.

Claude Bitting, of the advertising staff of the St. Paul Dispatch-Pioneer Press, has been called to Denver by the serious illness of his mother.

R. H. Quinn and W. A. Clark are new members of the display advertising staff of the Cincinnati Post. John H. Payne is now assistant advertising manager.

J. A. Moran has returned to the Chicago Herald and Examiner's foreign advertising staff.

Franklin S. Allen has joined the advertising staff of the Los Angeles Examiner.

Robert E. Hughes, general business manager of the Louisville Courier-Journal and Times, has again been elected president of the Louisville Convention and Publicity League.

WITH THE AD FOLKS

F. G. Eastman has resigned as advertising manager of the Packard Motor Car Company, Detroit, and on April 1 will take a similar position with the Liberty Motor Company.

Fred L. Hillman, advertising manager of the Jones Store, Kansas City, Mo., and president of the Kansas City Advertising Club, has left the advertising business to become a broker.

E. A. Dickert has joined the art department of Street & Finney, Inc., New York.

James A. Devine has given up his advertising agency business and returned to the W. Montague Pearsall Agency, New York.

Frank E. Butler, who has been in the advertising department of the Willys-Overland Company for the past four years, has become service director of the Arkenberg-Machen-Dowd Advertising Agency, Toledo, Ohio.

Charles B. Morse is now advertising manager of the Packard Motor Car Company of New York, succeeding H. Bertram Lewis, who becomes general distribution manager.

J. Mayer is a new addition to the Coöperative Advertising Company's staff, Chicago.

Arthur C. Park has been appointed to the staff of the J. H. Cross Agency, Philadelphia.

A. McCord of Natal, South Africa, has joined the staff of the A. Roland Kay Company, New York. He was formerly advertising manager of the Natal Government Railways, connected with Gilchrist & Powell of London and with South American newspapers.

Ernest R. Stempel has joined the staff of the George Batten Company, New York.

Lieut. Alvin H. Dessau has become a vice-president of the Redfield Agency, New York.

Lieut. S. E. Landoc is now with the

advertising department of the H. W. Johns-Manville Company, New York.

Paul Lachenmeyer has been elected secretary and Lieut. Frank La Morelle is a new man on the copy staff of the Herbert M. Morris Agency, Philadelphia.

Lieut. Harry Burdick has become connected with the Gardner Advertising Company, St. Louis.

J. T. Seehof has joined the advertising department of the Gordon-Van Tine Company, Davenport, Ia.

Lieut. Arthur W. Wilson has been appointed to the advertising staff of the Hercules Powder Company, Wilmington, Del.

E. S. Cobb has become connected with Frank Seaman, Inc., New York.

N. L. Wendell and E. A. Dickert are new additions to the Street & Finney staff, New York.

J. L. Hardig has been appointed assistant advertising manager of the United Motors Corporation, Detroit.

H. J. Schwacke is back with the John O. Powers Company, New York, after aviation service.

Albert Highton has joined the advertising staff of the American Writing Paper Company, Holyoke, Mass.

Harry G. Cook has gone with the Victor C. Breytspraak Agency, Chicago.

J. W. Cambridge is now with the Toronto office of the H. K. McCann Company.

Gordon W. Kingsbury, advertising manager of the Diamond Salt Company, St. Clair, Mich., has been elected assistant treasurer.

Ainslee A. Gray, who has just left military service after a year as major in the ordnance department, will conduct a technical advertising agency under the firm name of A. A. Gray & Co., with offices in the Marquette building, Chicago.

D. C. Smith was this week appointed advertising manager for the Hand Knit Hosiery Company, Sheboygan, Wis.

Mrs. Harrison Hatton has left the St. Paul Pioneer Press, where she had charge of women's clubs, and joined the advertising force of Mannheimer Brothers, dry goods, St. Paul. Her successor is Miss Alice Larson.

Up-to-dateness is good, but sometimes primitive methods are necessary.

The Los Angeles Times
Has Renewed Its Contract For The Haskin Service For Another Year.

ELECTRICAL CONTROL SPEEDS PRODUCTION

(Continued from Page 18)

horsepower (size depends on press) motor cuts in automatically and takes the load off the small, or ten-horsepower, motor by means of a pawl wheel, and with about three or four more pushes of the "on" button the small motor is cut out automatically and the large motor gradually with each push of the "on" button brings the press to full speed or any intermediate speed that is desired.

Can Slow Up Gradually

The press can be slowed up or stopped gradually, step by step, by pushing the "off" button, and if a quick stop is desired, by pushing the "stop" button, which not only cuts all power off the motors immediately, but also, through the operation of the control board, applies a dynamic brake on the armature of the driving motor. This brake can be adjusted by means of resistance until the desired effect is obtained.

The motors are geared directly to the press in most cases. There is now in use, however, a chain drive in some cases. The use of the "Köhler system" on newspaper presses has done much to revolutionize and simplify control. It is compact and makes each press a unit.

From the electrical man's point of view there are many details connected with the successful operation of the various automatic controlling devices used in newspaper production, and it can be said without fear of contradiction that before success is assured in the general care and operation of these electrical apparatus the electrician must necessarily specialize. In other words, the house electrician in these plants must necessarily be proficient in this particular line before he can be entrusted with the entire care of so much special apparatus over which he alone has complete charge while on watch.

One thing always stands out and that is "time," therefore he must always think and act quickly. There is never time to study and ponder over a problem. The rule is "get them going" and, like the ambulance surgeon, he must make his diagnosis quickly.

TWO GOVERNORS SPEAK TO NEBRASKANS

Allen, of Kansas, and McKelvie, of Nebraska, Both Newspapermen, Attend Press Meeting—Over 500 Present—Israel Elected President

LINCOLN, Neb., March 2.—The Nebraska Editorial Association's annual convention here was attended by more than five hundred editors. Governor Allen of Kansas and Governor McKelvie of Nebraska, both newspaper owners and publishers, were speakers.

James Lawrence, city editor of the Lincoln Evening Star, predicted that a strong effort would be made within a few years to overturn the entire programme of Americanization, and pointed out that it will be the editor's clear duty to be on guard and nip any such attempt in the bud.

Interesting reminiscences were related by editors who are now more prosperous than they have ever been in the State.

A. D. Ladd, of the Albion News, said that twenty years ago he had to accept corn at 20 cents a bushel in payment

for subscriptions. He praised the association for its good work in getting the Nebraska newspapers on a cash basis.

F. O. Edgcomb, editor and publisher of the Geneva Sentinel, a famous blind editor, said he could sense nothing but great prosperity immediately ahead.

H. M. Davis, of the Ord Journal, said country papers are getting along well under the zone second class system and have no complaint to make.

I. W. Carpenter, head of the Carpenter Paper Company, Omaha, predicted that there would be no drop in paper prices.

A. D. Scott, of Lincoln, retiring secretary, was presented with a handsome watch fob, and Mrs. Scott was given a silk umbrella.

C. B. Cuss, of the Ravena News, retiring president, was formally told that a suitable badge of honor in recognition of his services had been ordered and will soon be forthcoming.

W. C. Israel, of Havelock, was elected president and O. O. Buck, of the Harvard Courier, field secretary.

The association will hold its midsummer social meeting at Gering, Neb.

PARIS WRITERS ELECT KNOX

London Post Man President of Anglo-American Press Association

(From Our Own Correspondent.)

PARIS, February 7.—The Anglo-American Press Association of Paris has just elected its officers for the present year. They are: President, Gordon D. Knox, London Morning Post; vice-president, Paul Scott Mowrer, Chicago Daily News; secretary, Elliott F. Shepard, New York Evening Mail; treasurer, F. B. Grundy, Associated Press. Committee: John Bell, London Daily News and Leader; A. Kerr Bruce, Reuter's Agency; G. H. Ferris, London Daily Chronicle; Wythe Williams, Continental Daily Mail; George Adam, London Times ex-officio president, 1917; Elmer Roberts, Associated Press, ex-officio president, 1918.

MAY BE MAJOR VISKNISKKI

New Yorker Who Edited Stars and Stripes Recommended for Promotion

For his work "in keeping up the morale of the personnel of the A. E. F." Capt. Guy T. Viskniskki, who edited the Stars and Stripes, the official army newspaper in France, has been recommended for the rank of major. Captain Viskniskki is now on his way home. For years he has been engaged in newspaper work, and when he went abroad was general manager of the Wheeler Syndicate in New York.

In recommending Captain Viskniskki's promotion, Gen. D. E. Nolan said: "This officer is a veteran of the Spanish-American War. He organized and administered the Stars and Stripes, which, to my mind, is a big factor in keeping up the morale of the personnel of the A. E. F. In spite of the trials and tribulations connected with the newspaper work he has been able to bring forth a most creditable publication, which is of distinct benefit to the A. E. F."

A. A. C. W. Date Set Ahead

NEW ORLEANS, March 2.—The date for the annual convention of the Associated Advertising Clubs of the World, to be held in this city, has been changed to September 21-27, instead of October 24-31. The previous date conflicts with the State Fair.

ADVERTISEMENT NO. 7

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published, and hundreds of other

National Advertisers

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Wooltex Garments.

H. J. Winsten,
Care The H. Black Co.,
1912 Superior Ave., N. E.,
Cleveland, O.

Paige Detroit Motor Car Co.,
A. L. Tisch, Adv. Mgr.,
Fort & McKinstry,
Detroit, Mich.

The Hygienic Products Co.,
C. H. Schlabach, Gen'l Mgr.,
715 Walnut Ave., S. E.,
Canton, O.

Joseph Dixon Crucible Co.,
Geo. E. Long, Vice-Pres.,
Jersey City, N. J.

Hendee Mfg. Co.,
J. A. Priest, Adv. Mgr.,
Springfield, Mass.

James Manufacturing Company,
Fort Atkinson,
Winconsin.

The Hinde & Dauch Paper Co.,
Sandusky, O.

M. H. Newton, Adv. Mgr.,
The White Co.,
Cleveland, O.

The Peerless Motor Car Co.,
Advertising Dept.,
Cleveland, O.

Nestle's Food Co.,
134 William St.,
New York, N. Y.

The Omega Chemical Co.,
576 Fifth Ave.,
New York City.

H. S. Richardson,
Vick Chemical Co.,
Greensboro, N. C.

Karl Kendig, Adv. Mgr.,
The Whitman Barnes Mfg. Co.,
Akron, O.

Carl H. Reed, Adv. Mgr.,
The Electric Storage Battery Co.,
Allegheny Ave., and 19th St.,
Philadelphia, Pa.

Arthur Cummings, Adv. Mgr.,
The Timken Roller Bearing Co.,
Canton, O.

H. H. Caswell,
Manager W. F. Young, P. D. F.,
Manufacturing Chemist,
Springfield, Mo.

U. S. Light & Heat Corporation,
Niagara Falls, N. Y.

E. W. Rollins,
Advertising Manager,
Potter Drug & Chemical Corporation,
Boston, Mass.

W. A. Parker,
Carlton & Hovey Co.,
Father John's Medicine,
Lowell, Mass.

Best & Co.,
Fifth Avenue,
New York, N. Y.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, get your message to them through EDITOR & PUBLISHER advertising columns.

ADVERTISERS CHARGED WITH GREAT TASK

Roger W. Babson Tells Washington Ad Club How Much Depends Upon Advertising in Restoring Normal Business Conditions.

WASHINGTON, March 7.—In his address to the Washington Ad Club on Thursday evening Roger W. Babson, Director-General of the Information and Education Service of the Department of Labor, emphasized the urgency of a real revival of retail trade, to be brought about by campaigns of advertising planned to establish in the minds of the people a proper "mental attitude."

Mr. Babson said in part:

"What the munition factories were to the nation during the trying months of the war the advertising agencies are today during this period of reconstruction. The service rendered by Schwab, Ryan, Gary, and other captains of industry has now passed to the shoulders of such men as you. As our future depended a year ago upon the shipbuilders, so our future to-day depends upon the advertisers.

Must Change Mental Attitude

"Bolshevism and other unusual philosophies can be suppressed only through keeping men busy. Normal employment of labor can exist only with a normal volume of new orders. Manufacturers are willing to produce, merchants are willing to stock up when the public is willing to buy. There is a very large buying power in America which is being held back simply by the mental attitude of the buyer. It is up to you, gentlemen, and the press of America to change this attitude.

"The problem of getting the country to economize was handled during the war by systematic publicity campaigns, carried on by the Treasury Department, the Labor Department, the Food Administration, and other agencies. Today the Government should secure as much publicity for a movement to stimulate buying as it did during the war to retard buying. As one who had charge of the war publicity of the labor administration, endeavoring to get the wage worker from a peace basis to a war basis, both as to his labor and his purchases, I feel a deep responsibility in this matter. Should not I spend as much time and money in getting business back on a peace basis as I spent during the war in getting business on a war basis?

Suggests Contributions from Industries

"The Government should get behind a nation-wide publicity campaign to stimulate business for the mutual benefit of manufacturers, merchants, and wage workers. Only by such national newspaper advertising can justice be done to every State and every city. The entire cost of such a campaign could be covered by contributions from the industries of the country in the same manner as the cost of the publicity for the Liberty Loans.

"The buyer should be appealed to, not asking him to buy something that he does not need, but by asking him to buy now what he does need. It could be explained that a buyer who follows a waiting policy not only injures the business of his fellow men, but tends to bring about a business depression from which he ultimately will himself greatly suffer. The manufacturer can be

appealed to do all in his power to adjust prices as quickly as possible to a reasonable basis. Where feasible, the manufacturers should be urged to guarantee the merchant that, should the manufacturer's price for the commodity be reduced within a given time, the merchant will be protected by a rebate. Finally, labor should be appealed to to help in the campaign by doing better work and by cooperating to reduce the cost of manufacturing.

"It is suggested that States and cities authorize large building projects to stimulate business and give employment to labor. This will help, but it will not be sufficient. What we need is for us to spend as much printers' ink in getting people to buy as we spent in getting people not to buy. The President has removed the war restrictions, disbanded the retarding boards, and has done all he can to help business. What is now needed is a willingness on the part of both labor and capital to forget the past and 'saw wood.'

Advertising a Mighty Factor

"It is generally conceded that America has made more progress than any other country. Statistics indicate that this has been largely due to three causes: our natural resources, our educational system of developing individual initiative, and our concentration on salesmanship and advertising. The first two factors are being talked about so much that I cannot too strongly emphasize the last. During the war period it was necessary to do little more than make products and transport them in order to dispose of them at a good profit. Goods sold themselves. It was simply a question of getting the labor and the cars. But by the time this period had reached its height, the armistice was signed. Then we were suddenly confronted with a huge manufacturing capacity and a disorganized selling and advertising machine. Supply became greater than demand. Business has been checked, not by the lack of potential market, but by the right means to develop it.

Earning Power Never So High

"Advertising is the solution of this present national problem. The means of reaching the consumers are at hand. At no time have the manufacturing facilities of the country been as great as they are to-day. At no time has the earning power of the American people been so high. Purchasing power exists. The consumption of all legitimate commodities can be even further increased in the markets where they are now selling, and sales can be secured where before no markets were afforded.

"I realize that there must be a readjustment following this war. Every period of inflation is followed by a period of deflation. I am not burying my head in the sand as a blind optimist, although I had rather be a blind optimist than a blind pessimist. But I do ask that the readjustment shall not be brought about wilfully in a harmful way, but rather that we shall all unite to do what is possible to retard it so that any change which may come will be made slowly and no one will be harmed.

"Therefore, members of the Washington Advertising Club, remember the grave responsibility upon you. Remember that you are not only members of an ad club, but are members of the Washington Ad Club, which—during reconstruction days just ahead of us—should be the most important ad club in America.

For Less Than 2½ Cts. per Habitant Family

You can publish the news about your goods to the extent of five full pages of advertising in every English language DAILY newspaper in

Wisconsin

Where Annual Crop Values Exceed

\$400,000,000

and Annual Manufactures

\$700,000,000

In other words, for about the minimum cost you can reach a most opulent territory with strong newspaper advertising.

Start in this selected list:

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,376	.02
Eau Claire Leader-Telegram (M&E&S).....	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S).....	13,064	.03
Madison, Wisconsin, State Journal (E).....	14,708	.03
Madison, Wisconsin, State Journal (S).....	10,553	.03
Milwaukee, Wisconsin, News (E).....	32,500	.06
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,483	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178

Government Statements, October 1st, 1918.

PRESS PRODUCTION IS INCREASED

(Continued from Page 9)

mail room as fast as the press turns them out. It delivers and counts them without their being touched by a human hand. Not only that, but the papers are automatically stacked in bundles of fifty.

Practically no space room is required for this conveyer. It takes the papers up the side of the press to the ceiling and there runs them along, out of everybody's way, as great a distance as is required.

Another device of the Cutler-Hammer Company which seems to have great possibilities is the linotype automatic switch. It is set to work within a prescribed time when a linotype is not in operation.

Instead of the machine running when it is idle, wasting electricity and wearing out the mechanism, the switch automatically works within any time desired, stopping the motor and putting out all lights. When the machine is to be used again, the operator just pushes a button and his motor and lights go into operation. Publishers report that the linotype switch has saved them bills for wear and tear on their machines and electric power of as much as 53 per cent. in a month.

These are just the outstanding improvements in machinery that have evolved while production was tied up during the war. Judging from what their inventors claim they will easily make up for the curtailment of new machinery—and perhaps are blessings, in that the period of inactivity has furnished the needed time for work that had been overlooked in the rush of past years.

JOHN W. KELLER DEAD

For Years Widely Known as Newspaper Man and Politician.

One of the most popular newspapermen who ever worked on New York's "Newspaper Row" was John W. Keller, who died March 5 from pneumonia. For many years he was nationally known as a newspaperman and public official and his name was presented for Vice-President of the United States by the New York delegation at the National Democratic Convention in 1900. At the time of his death he was chief clerk in the office of the New York District Attorney.

Mr. Keller was born in Paris, Bourbon County, Ky., on July 5, 1856. Upon his graduation from Yale in 1879 he came to New York city, where for eighteen years he worked on newspapers, first on the Times and later on the Press, from which he went to the Recorder, being managing editor during its brief career. Joining the staff of the Journal, he wrote the "Cholly Knickerbocker" column. He was also an author and wrote several plays, as

well as contributed to magazines and periodicals. During his early newspaper career he exposed and broke up the old Sixth Avenue dives, for which he was attacked one night by thugs and received injuries which caused the loss of the sight of one eye.

Mr. Keller was a brilliant and witty speaker, and he was much in demand in Tammany Hall's political campaigns. He was for two terms president of the New York Press Club, and in 1899 and 1900 was president of the National Democratic Club.

JOSEPH T. NEVIN

For Over Twenty Years Publisher of the Pittsburgh Leader.

PITTSBURGH, Pa., March 4.—Joseph T. Nevin, for many years one of the best known newspaper publishers in Pittsburgh, is dead at Sewickley after a brief illness. He became circulation manager of the Pittsburgh Leader and in 1884 was made president of the Leader Publishing Company and business manager. At the same time his brother, Theodore W. Nevin, became managing editor and they conducted the Leader for more than twenty years. The Leader was a powerful factor in politics in the early nineties and was a loyal ally of the late United States Senator M. S. Quay. Mr. Nevin's last connection with the newspaper business was in 1911, when he was made receiver of the Pittsburgh Post.

EX-GOV. D. RUSSELL BROWN

For Many Years Was Owner of the Providence Evening News

PROVIDENCE, R. I., March 1.—Ex-Gov. D. Russell Brown, former publisher of the Evening News, died yesterday of Bright's disease. Mr. Brown was born in Bolton, Conn., seventy-one years ago. He became a part owner of the News in 1897. He transferred his interest in 1906, reacquired it later, and last April sold it to John A. Hennessy, Henry D. Hamilton and James C. Garrison. He was a member of the Pen and Pencil Club and the Town Criers.

CHARLES E. VAN LOAN

Noted Newspaper and Short Story Writer—Shock Kills Father

Charles E. Van Loan, newspaper man, humorist and short story writer, died in Philadelphia on March 2 from chronic nephritis. He was forty-two years old. An especially tragic death was that of his father, who died in Los Angeles the same day of shock, due to news of his son's death.

Mr. Van Loan was a contributor to and an associate editor of the Saturday Evening Post. He was born in San Jose, Cal., June 29, 1876.

Douglas Publisher Dead

EL PASO, Tex., March 1.—N. A. Paterson, business manager and part own-

er of the Douglas (Ariz.) International since 1915, is dead here of influenza and pneumonia. He was thirty-six years old.

OBITUARY NOTES

WILLIAM D. PRATT, former publisher of the Logansport (Ind.) Journal and founder of the Indiana Newspaper Union, died February 27 at Indianapolis. He was sixty-seven years old.

RAOUL LEIGHTON CLUTTLER, formerly Washington correspondent of the Detroit Press, died in Baltimore February 24. He was familiarly known as "Big Clute."

GEORGE M. SMITH, a former Washington newspaper man, died from pneumonia in Washington on February 24. For more than thirty years he was an examiner at the Patent Office.

W. M. WILLIAMS, publisher of the Woodsfield (Ohio) Sentinel, died recently from pneumonia.

JOHN O'DONNELL, an employee of the Mergenthaler Linotype Company for ten years, died February 28 at his home in Brooklyn, N. Y.

J. FRANCIS HOPPER, eighty-four, Civil War veteran and veteran Mid-West newspaperman, died in Omaha February 21 from pneumonia. He began his newspaper service with the Council Bluffs Nonpareil and later went to the Leavenworth (Kan.) Appeal and the St. Joseph (Mo.) Gazette.

MAJOR A. D. FETTERMAN, forty-five, former political writer for the Omaha World-Herald, is dead from pneumonia at the headquarters of the Forty-second Division with the Army of Occupation in Germany. Major Fetterman left the Omaha newspaper field about five years ago to practice law at Hyannis, Neb.

STURGIS PISHON, formerly advertising manager of the Green Felt Shoe Company, Dolgeville, N. Y., is reported to have been killed in action in France.

THOMAS G. O'NEILL, who prior to his enlistment with the U. S. Marines was office boy in the editorial department

of the Chicago Tribune, was accidentally killed while horseback riding at Guantanamo Bay, Cuba, recently.

RUFUS CHRISTOPHER, of the New Orleans Times-Picayune staff, is dead. At other times he was editor of the Waco (Tex.) Herald, and with the Chicago Daily News and the Louisville Herald.

LEROY W. KINGMAN, editor of the Owego (N. Y.) Gazette, died March 2, aged seventy-eight years.

F. B. TIPPEFF, former editor of the Point Pleasant (W. Va.) Register, died a few days ago from pneumonia at Camp Knox, Ky.

STEPHEN J. SHANNON, of the Brooklyn Standard-Union's circulation department, died in France, February 9, from pneumonia. He was a member of the 302d Engineers.

Leader's Circulation Was 8,039

In the Pennsylvania cooperative campaign advertisement appearing in Editor & Publisher on February 22 the circulation of the Johnstown Leader was misquoted. The figures should have shown a daily average circulation of 8,039 for the six-month period ending October 1, 1918.

676,970 Lines

of
Clothing Advertising
appeared during 1918

in
The Plain Dealer

First Newspaper of Cleveland—Sixth City

—more than any other Cleveland paper carried, and probably more than was printed in any other morning newspaper in the United States.

The
PITTSBURGH PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURGH
Member **A.B.C.**

Foreign Advertising Representatives:
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York Chicago.

THE 1918 RECORD OF The Indianapolis News

ADVERTISING
Display . . . 29,047.40 columns
Classified . . . 8,114.85 columns
Total . . . 37,162.25
Daily average columns, 118.72

CIRCULATION
Total net paid daily average 123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

First

Notwithstanding its exclusion of all objectionable or questionable advertisements, The New York Times in December, January and February published a greater volume of advertising than any other New York newspaper.

THE ELLIS SERVICE
Swarthmore, Pa.
Offering
A "Different" Sunday School Lesson

THE Indianapolis Star

IS THE FAVORITE PAPER
OF THE INDIANA FARMER

The rural route circulation of THE INDIANAPOLIS STAR is approximately that of the other two Indianapolis newspapers combined.

THE INDIANAPOLIS STAR publishes no predated editions. THE STAR goes to the farmer the same day it is published.

Its market quotations are the most complete and reliable published by any Indianapolis newspaper, and are everywhere accepted as authoritative.

THE STAR is the only Indianapolis newspaper which makes a special feature of poultry and farm news and advertising.

FOREIGN REPRESENTATIVES

KELLY-SMITH CO.
220 Fifth Ave. New York City
JOHN GLASS
Peoples Gas Building Chicago
R. J. BIDWELL CO.
742 Market Street San Francisco

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers. IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—We CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

MODEL COMPOSING ROOM FOR 12-20 PAGE PAPER

(Continued from Page 3.)

make-up tables are used, an elevating form truck is required in order easily to slide the forms on and off the make-up tables.

An overhead rack, which may be either an extension of the make-up tables or detached and suspended from the ceiling, will prove to be a decided convenience. It makes a handy place in which to keep column rules, and various lengths of leads and slugs with which properly to justify ads and leading out news. It should be placed high enough to enable the make-up men to shorten the steps in their work without the necessity of stooping, and a soft electric light should shed its rays over the forms.

Freedom of Movement

Once the pages are made up, they proceed straight away to the matrix roller. The empty truck is then shunted to the rear of the steam tables and held in readiness to receive the form when the matrix is completed. This in preference to sliding the forms onto the truck from the apron side of the steam tables. The manner of handling recommended allows for freedom of movement about the front of the apron—which is not the case if the forms are removed from that side. Moulded forms may be left on the trucks to be broken up or consigned to the make-up tables or one of the letter boards. Any of these dispositions precludes interference with the work of making up the later pages.

Investigation of the subject in many a large office, both East and West, proclaims the advantage of having the matrix-making equipment in the composing room, or on the composing room floor. On a twelve-page newspaper the work in connection requires the services of no more than one stereotype hand—two for papers of sixteen pages and over—who can mould the pages and cast cuts for the ads and other work as well.

Should Be Convenient

With the matrix-making equipment in the composing room, it is unnecessary to maintain a form elevator for the purpose of carrying the trucks into the basement and to labor under the handicaps of the many delays for which this inefficient is responsible. Its awkwardness is notably the source of wasted time and annoyance whenever certain pages must be made over and when they are being gotten down to and up from the basement.

The equipment of our composing room as diagrammed includes a small compressed air lift or chute for carrying the completed matrices to the stereotyping room—which last should be located quite conveniently to the press room.

Incidentally, some large offices have their entire stereotyping outfit and composing room on the same floor—an excellent working proximity that most offices cannot enjoy; the rule being too little space on the composing room floor to admit of it.

To have the matrix-making apparatus in or near the composing room is also to have it where it should be for casting the advertising cuts. The furnace for remelting the linotype slugs is in the matrix department, and the ad cuts then can be cast from the same metal, thus making it unnecessary to use combination metals. They are always a source of trouble—these latter—to the linotype operator—do not run as smoothly as pure linotype metal, and clog the throat of the machine crucible. The results are, imperfect slugs and faces and diminution in the amount of production, owing to the constantly varying temperature.

Combination metal does not flow smoothly more than half an hour until a change of heat is required—it is habitual "bad medicine"—wants a different treatment almost every hour of the day. A temperature that is quite right one hour is little likely to be short of all wrong the next. Given space in the melting room for the appliances to be used to cast the ad cuts, saw-trim and shave them type-high, the arrangement we prefer is the one indicated in our plan.

Avoid Sky-Scrapers

As a matter of both selection and disposition, furniture for the composing room presents questions of no little importance. This equipment must be utilitarian and it must be well placed, else it is going to prove more or less disappointing. Look askance at "sky-scraper" pieces. No upper structures should obstruct the view. The eye of the superintendent or foreman should be able to survey the room from any point of vantage. In order to retain his grasp of the situation he should be able to review the activities under his command at a glance. He is responsible. It is his business to "spot" the weak spots in the chain of operations—and, as is almost always the case with men from the little knot to a number, these weak spots sometimes include the natural loafer or disturber, or both, whose work is none the worse for a bit of overseeing.

The chief offender against the ex-

action of unobstructiveness is the type cabinet. Even some of the modern steel furniture is run up so high as almost to hide the man who happens to be at work behind it. Our illustrations, figures 1 and 2, show type cabinets of the right designing. Neither is more than fifty inches in height and otherwise each is well-nigh perfect.

Figure 1 (front and rear view) shows a cabinet with all the cases on the one side, and the other side fitted with a work bank. Compositors get their type from the case side of one bank and assemble their material on the back of the one next to it without being obliged to walk around a cabinet—in fact, without having to take more than three steps. Thus, two men working in each alley do not interfere with each other or anybody else.

Avoid Light Glare

Cabinet shown in figure No. 2 is one of the kind called "double-sided" stand. It contains twenty-four cases and is fitted on either side with a flat working bank. Each workman has his own section. Light properly diffused and of the proper degree of intensity in the composing room, stereotyping department and press room is a source of much comfort to employees and therefore no mean adjunct in the matter of increasing production.

In their efforts to provide good light, many publishers make the mistake of demanding volume with little or no thought for quality. This is a grave misapprehension. Your man, or in other respects insufficient light is never so offensive, and hardly could be more hurtful to the human eye, than a room full of contrasted glare and glare's concomitant shadows. Light rays by which men are expected to see should not be given the rein and allowed to run wild.

The best system of control—the one highly esteemed because of its proven excellence by so many of our larger offices—is the long mercury lamps, or a series of connected linolite mazda filament lights. They are suspended about four feet overhead, glow with a softer, more restful quality than any other, daylight included, and cast no shadow.

Several makes of mercury and filament lamps are on the market under as many trade names. Among the minor counts in their favor are: that they

eliminate drop lights which must be used to supplement other systems, and that, with them, the unsightly wiring to be remarked in the average composing room is gratefully conspicuous by its absence.

Modern newspaper equipment and its establishment and maintenance in accordance with the dictates of good form throughout are not the sole factor that contributes to operative superiority in the composing room, but they are at the bottom of it. Also, their standard is a standing challenge to the members of the inevitable "human equation."

Audit Reports Issued

CHICAGO, March 3.—A. B. C. reports for the following newspapers have been issued:

Bay City Times-Tribune, Bloomington Daily Bulletin, Butte Miner, Butte Post, Dixon Leader, Dixon Telegraph, Henderson Gleaner, Indianapolis News, Indianapolis Star, Indianapolis Times, Ithaca Journal, North Adams Transcript, Newark Star-Eagle, Oakland Tribune, Philadelphia Inquirer, Philadelphia North American, Philadelphia Press, Philadelphia Ledger and Evening Ledger, Philadelphia Record, Pontiac Press-Gazette, Pottstown News, Saginaw News-Courier, San Francisco Chronicle, San Francisco Examiner, Schenectady Gazette, Schenectady Union-Star, South St. Paul Reporter, Sterling Gazette.

Calgary Canadian May Resume

TORONTO, March 3.—The Calgary Canadian, now in liquidation, may be taken over by a new company and publication resumed. The Trusts and Guarantee Company have been appointed liquidators.



The Detroit News

city circulation exceeds the number of English speaking homes in Detroit.

Member Audit Bureau of Circulations.

The Pittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

The True News

—FIRST—
Always—Accurately
International News Service
World Bldg. New York

Bridgeport in PEACE and WAR

Connecticut's Greatest Manufacturing City. Peace Products known the world over are made

in Bridgeport

Columbia Graphophones, Singer Sewing Machines, Warner Brothers Corsets, Weed Tire Chains and many others will keep Bridgeport's workmen busy.

The STANDARD TELEGRAM and POST

Cover the field like snow.
FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

Consider Clarksburg

WEST VIRGINIA

Population, 1918 estimate, 35,000. Located on the west fork of the Monongahela river on the main line of the Baltimore and Ohio railroad, with five converging divisions of that system; also five converging lines of Monongahela Valley Traction system. Center of a rich farming district and one of the greatest natural gas, oil and coal fields in the world. Extensive mining of coal in surrounding country. Abundant gas and coal supply being two of the community's greatest assets.

The Clarksburg Telegram

Covers This Rich Field
TWO CENTS LINE FLAT

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily70,964
Sunday90,242
Average73,703

Foreign representatives

THE JOHN BUDD COMPANY
New York Chicago St. Louis

The Circulation OF The Des Moines Register and Tribune

(Morning and Evening) for 1918 averaged 116,223 net paid daily, exceeding that of any two other Iowa newspapers.

"Keeping Up With the Joneses"

is a leading comic strip included in "the essential service" issued by The Associated Newspapers only to its members.

Wire or write for membership rates and information.

The Associated Newspapers
170 Broadway New York

SEES TRADE MENACE IN CUT PRICES

Big Dealers Have Advantage Over Small Merchants if Price Maintenance on Trade-Marked Goods Is Abrogated, Declares Lawyer Expert

By CRICHTON CLARKE

There are more things involved in the so-called price maintenance or price uniformity controversy than are dreamed of in the philosophy of the average man. Do we desire to preserve the existing order of economic democracy? Do we wish to maintain the system of competitive individualism in those lines in which it is effective as a producer of fair prices to all? Do we want the business of distributing commodities to be managed by independent and low cost units operating with a minimum capital or do we want it to evolve toward large combinations of capital which will inevitably be placed under Government control, if not ownership, in the end?

Do we want wholesale and retail profits or distribution charges to tend toward a standardized or uniform basis or do we desire such profits always to be the plaything of caprice, trickery and unfair competition? Do we desire the distribution of goods to be placed on a basis of service or speculation? Do we wish to stabilize business of a standardized nature or do we desire to tip it into a state of unstable equilibrium in which small business is disappearing and big business is concentrating into so few hands that it practically amounts to what may be termed private socialism and will eventually become public socialism?

Advantage to Big Stores

These are a few of the questions which must be candidly faced and answered by the public-spirited man before he ranges himself either for or against price uniformity for branded products. They concern the owners of department, chain and catalogue stores no less than the small retailers; the producers of unbranded goods no less than those who operate under trademarks; the publishers and editors of local papers no less than those who are interested in national publications.

If combination selling of branded as well as unbranded goods is to be absolutely open and uncontrolled, if stores are to be free to cut prices on standard quality or branded goods without limit, the competitive advantage will swing mathematically in favor of the large organization and the large capital as against any smaller store or organization. The distributor who has the largest number of departments, lines of goods, or branch stores, or the biggest sales territory or the largest cap-

ital, can always outmatch his small competitor in the game of combination selling. He can always offer better bargains, real or apparent, better prices, better credits or other inducements to starve out his smaller competitor. This explains the growth of chain stores relative to independent stores.

The fight between independent dealers and combines or chains is not a matter of chance. There is mathematical certainty in favor of the big organization over the small in the absence of mismanagement. It is like Mutt and Jeff boxing. The chain store Mutt holds the independent Jeff at arms' length and pounds him to pieces. The big chain system outreaches the smaller chain system in the same way.

Now, the bigger the capital required to do business, the fewer the competitors who can supply it, the higher the service charges and the more the public pays in the way of profits. This is an axiom of normal business. The reverse is likewise true. The smaller the capital requirements, the more competitors, the smaller service charges, the lower the prices to the public.

Factors of Price

If the smaller dealers are protected against combination selling on standard goods; if uniform service charges or profits are required to be charged by both large and small dealers on standard goods; if price competition is confined to rival manufacturers of branded goods, the little dealers can remain in business and can compete with other dealers on all unbranded goods.

If this is not done, business will remain as it now is, in unstable equilibrium. The large dealers will grow larger and fewer in number, the small dealers will grow smaller and fewer, chains and combinations will wax more extensive and powerful, their rate of profit will increase as competitive pressure on them decreases, and, finally, the method of trust dissolution being discredited, there will come private socialism, then public regulation and perhaps public ownership, with a vast acceleration of State socialism.

Which do we want, without regard to whether we own or are interested in department, chain, catalogue or ordinary stores, local or national publications, or whether we are politicians, plutocrats or plain people? Do we want business to be in stable equilibrium, with the maximum of individual opportunity and competition, or do we want it tipped into unstable equilibrium, with large organizations growing larger and small organizations growing smaller

and the whole system tending toward private socialism, public control and State socialism at an alarming rate?

No man who prefers individual opportunity to socialism can intelligently oppose the practice of uniform price competition for uniform or branded products.

The portentous growth of retail trusts as the result of special privileges in buying goods and of predatory price cutting in selling goods is one of the greatest menaces that confront economic democracy at the present time. Uniform price competition will eliminate both unfair buying and unfair selling.

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this section we shall print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column may be made of great value through the cooperation of our readers.—Ed.]

Should Advertise to Buyers of Equipment

THE CLARKSBURG TELEGRAM
Clarksburg, W. Va.

EDITOR & PUBLISHER: I think firms manufacturing and dealing in printing supplies, machinery, or accessories make a big mistake when they do not advertise in such a paper as *EDITOR & PUBLISHER*. It is my knowledge that 90 per cent. of such material purchased for the smaller printing and publishing plants comes through the proprietor or manager and not through the foremen of the mechanical departments. In a majority of the smaller establishments the proprietor or manager understands machinery and equipment and buys upon his own knowledge and not upon the recommendation of his employees.

I have often wondered why *EDITOR & PUBLISHER* and similar trade journals did not carry machinery and supplies advertising, because I know from personal experience that the readers of such trade journals are the large buyers of machinery and supplies in cities of 100,000 population and less. Machinery manufacturers and supply dealers certainly overlook a big opportunity when they fail to take advantage of the advertising service of your publication. Very truly yours,
J. J. DEVINE,
General Manager.

Says Agency Commissions Are Too Low

Chicago, March 4, 1919.

EDITOR & PUBLISHER: In reading the article on page 6 of your March 1 issue as to "Why Not Newspapers for Enormous Ad Volume," I feel that the comments I made relative to the agency commission of magazines versus newspapers might be misconstrued by some. I therefore wish to make clear my thought in this matter.

An inference from your article could be made that possibly some of the volume of business which appears in the Saturday Evening Post appears there because the agent can make more money by placing advertising in that medium in preference to other media. My thought in making a contrast was to raise the question as to

whether or not the commission derived from daily newspaper advertising was sufficient for the agent to properly handle daily newspaper campaigns exclusively and not in connection with other publications. As you undoubtedly know, many of the large dailies, or papers with the higher rates, allow but 10 per cent. commission, while the smaller ones allow 15 per cent.

From the experience I have had in smaller advertising agencies, I know that an extended list of daily newspapers cannot be handled profitably by such organizations unless space is also used in media with large circulation.

I believe that if the publishers thoroughly went into the question of work required of an advertising agency and the cost to the agency in preparing the type of advertising which would be most beneficial to the advertiser, that the publishers would find that the revenue derived from newspaper advertising would not be sufficient to cover the expenses of the advertising agent.

You know that the agency commission system was introduced at a time when most agencies were only brokers. To-day the advertising agency business is far above what it was twenty years ago and conditions have changed considerably.

This is the thought I had in mind in making the comments relative to the commission of the various classes of publications, and I feel that a thorough investigation along these lines will result in bringing about an increased volume of daily newspaper advertising.

JUSTIN F. BARBOUR,
Barbour's Advertising Rate Sheets, Inc.

Press Congress Called Off

The World's Press Congress, which was to be opened November 11, 1919, in Sydney, N. S. W., has been postponed indefinitely, according to a cablegram from William A. Holman, Premier of New South Wales, received March 1. No explanation of the postponement was given. Walter Williams, dean of the School of Journalism of the University of Missouri, who is president of the Congress, is on his way home from Japan and is expected to land in San Francisco March 12 and reach Columbia March 16.

George Edgar Frye, editor of the Bronxville Review and Scarsdale Inquirer, died in Mount Vernon, N. Y., March 5.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

THE McCLURE NEWSPAPER SYNDICATE

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers. Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Avenue, New York

LYNN TELEGRAM-NEWS

Largest Circulation in Lynn.

Most Up-to-date Daily in Eastern Massachusetts.

Member of Audit Bureau of Circulations.

LYNN TELEGRAM-NEWS LYNN, MASS.

The ground-hog stays out all winter in ASBURY PARK, NEW JERSEY

If you want business all the year advertise in the
ASBURY PARK PRESS
Published in "the community without a poorhouse." The leading residential pleasure resort district near New York City. And in the second richest agricultural county in the United States.

Standard Rate card; A. B. C. Circulation; Associated Press news; A. N. F. A. membership. Always your money's worth.

How many newspapers like this have you included in the last list you made up? You want results, don't you?
J. Lyle Kinmonth, Pub., Asbury Park, N.J.

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

We spend more
than
\$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

The Evening Star

Washington, D. C.

October, 106,330

Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2¼ or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.

ATTENTION IS TURNED TO MECHANISM

(Continued from Page 22.)

velopment of photogravure and it is hoped that as conditions return to normal beyond the Atlantic the foreign scientists who have worked on this problem in the past will have the will and the opportunity to return to the quest.

The current inventive restlessness in behalf of intaglio printing on the newspaper press is the more conspicuous by comparison with the comparative quiet in the linotype field. The very marked activity in the field of typesetting machinery which was so noticeable only a few years ago seems, in the opinion of the Patent Office specialists, to have virtually subsided. This does not mean that there are not being received all the while a certain number of applications for patents for minor improvements, but no inventors seem disposed to attempt to blaze new trails. The theory at the Patent Office is that the art has reached so high a plane of perfection that it is alike extremely difficult to evolve an idea that is sufficiently new to be patentable or that contemplates an improvement worth while.

Few Ideas in Typesetting Mechanism

That one-time source of inventive inspiration—the field of typesetting by hand—appears to be absolutely "dead" in so far as manifestations at the Patent Office indicate. It may be noted in passing, however, that there is no little conjecture at Washington as to the effect—via the creation of new type faces—if the wishes of the type founders should prevail over the contentions of the typesetting machine interests and new concessions be made in the amount of protection afforded by design patents. For this to come to pass would require, of course, the passage by Congress of the Design Registration bill that has slumbered through several sessions of the National Legislature. However, the gossip at Washington is to the effect that a determined effort is to be made to resurrect this project when the new Congress, with its change of partisan control, comes on the job.

For all that it is chemical rather than mechanical in character, the printing ink situation is worthy of at least passing mention in any survey of inventive activities in the field of printing equipment and supplies. During the war American chemists and ink manufac-

Julius S. Grothe, manager of the Cleveland Waechter and Anzeiger, is dead, aged fifty-six years.

Major Walter E. McCann, dramatic editor of the Baltimore News, is dead.

The plant of the Hudson (N. Y.) Register and Gazette was destroyed by fire March 6.

ATLANTIC CITY DAILY PRESS (MORNING) THE EVENING UNION (EVENING)

The two great mediums which completely cover

ATLANTIC CITY

The world's greatest all-the-year resort and all the visitors who sojourn there, reaching both the morning and evening reading public.

PAUL BLOCK, Inc.,
Foreign Advertising Representative

turers had their hands full trying to turn around quickly in a precipitate situation and save the day for ink users whose normal sources of colors abroad had suddenly been closed. Now these same interests are to have the leisure and, let us hope, the facilities to attempt not merely a parallel but an improvement upon the printing inks heretofore available. Certainly they are to have an incentive to such improvement, because it is only a question of time until the German dyestuffs, colors, and chemical industries will be back on the job.

A revision of the tariff for which, in the case of colors, specific recommendations have already been made to Congress by the United States Tariff Commission, will probably afford protection for the American printing ink industry in the domestic market until it can "find itself." However, at that, there remains the export market to be taken into account. Right here, indeed, is to be found the sharpest spur for the exercise of Yankee inventive genius applied throughout the whole category of newspaper equipment and supplies. Just as American paper manufacturers are counting upon keeping and enlarging their new hold upon trade in Latin America, Asia, etc., so there are promising outlets overseas for the whole range of American printing equipment and supplies if Yankee ingenuity can keep us several jumps ahead of the Germans, the Swedes, and other rivals. Best of all, international patent rights are likely to be given an improved status as a result of the negotiations at the peace table. Henceforth we may not see imitative aliens brazenly copying every mechanical detail of a pacemaking American newspaper press, even down to the name plate of the American manufacturer.

ADS DOUBLED BANK BUSINESS

Full Pages Did It in One Year, Buckeye Editors Are Told

DATTON, Ohio, March 1.—Members of the Buckeye Press Association, meeting here yesterday, passed resolutions favoring good roads; abolishing the teaching of all modern languages other than English in public schools; favoring the league of nations, and pledging themselves to the maintenance of law and order.

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK Lytton Building CHICAGO

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

NEWSPAPER FEATURE SERVICE
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

Howard F. Marston declared that the Winters National Bank's business had been doubled in a year through the use of page advertisements in newspapers.

Attendance was the largest in the history of the organization. D. L. Barry, of the Whittaker Paper Company, predicted a slight decline in newsprint prices, but did not hold out any hope that country editors would ever again be able to buy at pre-war prices.

Officers were elected as follows: President, James S. Gaskins of Sabina; vice-presidents, H. B. McConnell of Cadiz, A. C. Huls of Logan, R. B. Harris of Arcanum and H. C. Ramsdell of Sycamore; corresponding secretary, E. Benjamin Yale; treasurer, W. R. Conaway of Cardington. The next meeting will be in Troy.

Press and Typesetting Firms Busy on Many Orders

With Release From Government Work, All Look for Big Business This Year—Have Many Jobs

Every manufacturer of printing presses is feeling the urge of new business, and all believe that 1919 will be their banner year. R. Hoe & Co. devoted nearly their entire plant to war business until recently, but still found time and space to complete many new presses that were under way when the Government called for their services. This meant a very satisfactory 1918 to them.

Oscar Roesen, second vice-president of Hoe's, made a long trip through the West recently, and found a distinct change in the sentiment of the publishers on the coast, who felt two years ago that the war was not benefiting the West as much as it was the East. Everybody, Mr. Roesen says, is doing good business and is optimistic for

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1918

44,968 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans. To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

greater returns from advertising and better prices for publications.

Government work pressed equally the Goss Printing Press Company, which gave up its entire facilities to ordnance work, being permitted only to finish up the few presses that were in process of manufacture when it was asked to aid the Government. Domestic and foreign orders are crowding in, especially since the signing of the armistice, and the factory is working to its limit on new contracts and contracts taken before the war. To it also the year holds forth not only promises but pledges of a big business.

The Mergenthaler Linotype Company opens the year with a substantial improvement in both domestic and export business, following closely the increase in general business all over the country, as they observe it, and they find labor conditions much easier than they were a short time ago.

There has been a steady increase in the business of the Ludlow Typograph Company, too, and preparations have been made for a large volume this year. A large number of orders were received in January, and February has brought its due quota.

ALBERT FRANK & CO.,
26-28 Beaver St., New York
Tel. Broad 3831.

Publishers' Representative

O'FLAHERTY'S NEW YORK
SUBURBAN LIST
225 W. 39th St., New York
Tel. Bryant 6875

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.

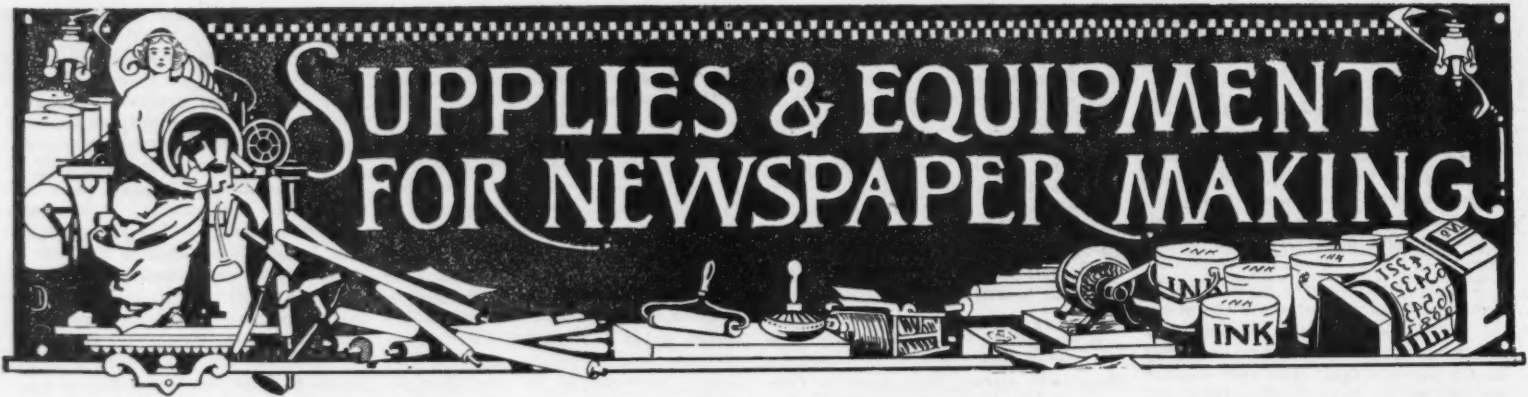


Sales Facts

Locate the weak spots in your Boston Sales Campaign and strengthen them. Others are doing it. We will help you analyze this territory. Write the

Merchandising Service Department of the

Boston American



FOR SALE

One Latest Improved 16-page

Hoe Magazine Press

with four-page Intaglio attachment to work in combination with the halftone Press printing newspaper size, seven columns, $16\frac{1}{4} \times 22\frac{3}{4}$ length of page; also tabloid sizes $8\frac{3}{8} \times 11\frac{3}{8}$ length of page. The Press will produce at a running speed per hour:—

When running newspaper size page.

- 10,000—8-page papers delivered folded to $\frac{1}{2}$ -page size.
5,000—12 or 16-page papers delivered folded to $\frac{1}{2}$ -page size, either in all halftone or 12 pages in half and four in intaglio, including outside pages.

When using Press for tabloid sizes.

- 10,000—16-page papers delivered folded to page size.
5,000—16, 20 or 24-page papers delivered folded to page size, with eight pages printed in intaglio or all in halftone.

Length of Press 33' 6", width 11', height 9', weight 35 tons.

This Press is only six years old, has run only three years, and is in A-1 condition.

Price \$15,000.00 delivered F. O. B., with six design cylinders for the Intaglio Press. Original cost of Press \$30,000.00. Can be seen set up on floor if desired.

PUBLIC LEDGER COMPANY
Independence Square, Philadelphia

Printing Plants and Business
BOUGHT and SOLD

PRINTERS' OUTFITTERS

American Typefounders' Products

Printers and Bookbinders
Machinery of Every Description

CONNER, FENDLER & CO.
Ninety-Six Beekman St., New York City

LINOTYPE MACHINES—
Three Model 1 two-letter

each with four magazines and matrices; one single-letter Model 1 machine, with three magazines and matrices; all in good running order, and each equipped with individual motor. Apply Mechanical Superintendent, eighth floor, Times Annex, New York City.

FOR SALE

Fully Equipped

Newspaper Electrotyping Plant

Practically new. This is a Hoe equipment and was installed the latter part of 1915, but only used a few months because of change in plans. This equipment is in A-1 condition and fitted with D. C. motors. Can be purchased to-day at a great saving. Full details on application. Address A 628, care of EDITOR & PUBLISHER.

WANTED

From four to eight
second-hand

CAST IRON FORM TABLES

The Herald Publishing Company
DENISON, TEXAS.

FOR SALE

- Eleven Steel Chases
2 Curved Casting Boxes
(Hoe & Co.)
1 Curved Plate Cutter
1 Curved Plate Shaver
1 Curved Finishing Block
1 Flat Plate Casting Box
1 Small Metal Pot with Furnace
3 Plates for Steam Presses
1 Double Handle Ladle

The Commercial Tribune
Publishing Company
CINCINNATI, OHIO

NEWMAN COMPANY

Rebuilt and Used

Newspaper Presses

and Other Equipment

Typesetting Machines
a Specialty

TRIBUNE BUILDING,
NEW YORK CITY
Telephone: Beekman 2728

Two Model 9 Linotypes, one two, and one four, years old. Both in perfect running order, price \$3,250.00 each, F. O. B. Dallas. Present price new machine \$4,400.00.

These machines first-class in every respect. Our only reason for selling is to standardize our equipment.

DALLAS NEWS, DALLAS, TEXAS.

FOR SALE

Established country newspaper in substantial and progressive community. Well equipped. Heating plant, electricity, linograph, presses, type, etc. Address A-639, care of Editor & Publisher.

For Sale at Low Prices.

- 7-column Hoe Chases. Good condition.
 - 7-column ribbed Hoe Flat Casting box. Good condition.
 - Model one linotype magazines—fairly good condition.
 - font 18-point Antique Condensed Linotype mats. Good condition.
 - Cut Curving Machine, $14\frac{1}{2}$ " wide. Good condition.
 - Hoe boiler for steam table. Fairly good condition.
- "THE EAGLE," Pittsfield, Mass.

An Unusual Opportunity

An unusual opportunity is offered you to purchase the following presses for cash only. Upon our effecting their sale pending the installation of a Kelly press.

Pony Whitlock Two-Revolution Press, now running in good condition. Prints sheets 25×38 . Price \$900.

Century Two-Revolution Press, bed 39×56 , with motor. Now being operated. Price \$750.

Babcock "Optimus" Pony Two-Revolution Press, bed 26×31 , has 220-volt motor equipment in very good order. Price \$850.

Falcon Auto Jobbers, with motor, etc., self-fed, excellent condition. Sheet 12×18 .

Falcon Jobber Automatic, with 220-volt motor, good running order. Outfit cost \$2,200 new. Can be had for \$800.

Pony Optimus, style 43, a three-roller press that takes a 25×38 sheet, in one of New York's best offices, with motor equipment. Price \$1,500.

Particulars and illustrations of Conner, Fendler & Co., 96 Beekman Street, New York City.

Printing Office Bargains

We offer the following for sale. Dealers need not apply.

- Daniels Planer.
- Gas Metal Pot.
- Flat Casting Box.
- Rougher with Saw Trimmer. Motors ranging from $\frac{1}{4}$ to 10 horse power.
- Miller Saw Trimmers with motors complete.
- No. 1 Linotype Magazines.

The Telegraph Printing Co.
Printing, Binding, Designing, Photo-Engraving, Die Stamping, Plate Printing.
HARRISBURG, PA.

FOR SALE

Sixteen-page Potter Press

Size Page, 7-column, 22-inch

In good condition, now in operation. This concern installing larger press. Prints plain, neat-appearing paper, half fold. Complete with motors, rollers, stereotype outfit, new blankets.

MUNCIE EVENING PRESS
Muncie, Ind.

FOR SALE

Camera (large), Etching tub (earthenware), Printing Frame 18×24 , 2 Bogue Lamps used in engraving department. Address Business Manager, Ohio State Journal, Columbus, Ohio.

FOR SALE 30 CHASES

complete with side and foot sticks. Inside measurement $17\frac{1}{2} \times 21\frac{1}{2}$ inches. Made to accommodate 7 columns, $12\frac{1}{2}$ ems width, 120 picas depth. The Washington Times, Washington, D. C.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Thoroughly Trained Journalist

"Smilest" and original stylist, expert in putting human touch into copy, seeks opportunity as columnist, and commentator on town topics and current events. Thoroughly trained journalist, skilled interviewer and investigator, wide knowledge of men, New and Old World affairs, highly educated in the new economics, capital and labor problems, etc. Wide country town, city and metropolitan newspaper and business magazine experience. Also favorably known as writer of result-getting national advertising copy. Old American ancestry, attractive personality, aged 37; out of war work, immediately available. Prolific writer with national reputation to sustain. Address A-633, care of Editor & Publisher.

Editor

An editor who has had successful experience in large and small cities seeks a change of environment. He is now editor and general manager of a newspaper property which has been more than ordinarily successful under his management. For further particulars address A-611, care of Editor & Publisher.

Editor—Manager

Editor-manager of small Eastern daily in admittedly "deadest town in America" wants similar position in town up to 25,000 where real people live and who would recognize progress if they met it coming down the street. Am Middle Western man and prefer to get back among people of that or Western country, though will consider proposition elsewhere if town is alive. Know newspaper work thoroughly and can give convincing evidence of ability; interview if possible. Not cheap man, but right kind of place will have special inducement more important than salary. Prefer location where paper and field need building up and developing. Send copy of paper and particulars to A-622, care of Editor & Publisher.

Editor-Manager

Editor-Manager wishes change from morning to afternoon field. Successful man of all-round practical experience. Had achieved splendid results from paper under his charge now. Must be a strictly commercial proposition, with opportunity to obtain proprietary interest. Age thirty-seven, married. Good appearance, active and thoroughly up-to-date. No morning papers considered. Address A-642, care of Editor & Publisher.

SITUATIONS WANTED

Advertising Man

Young, ambitious, 8 years' experience, now employed with large evening daily, desires change as advertising manager. Fully capable to sell, write, and manage; future prospects an important factor. Address A-634, care of Editor & Publisher.

Editor

Wanted—Position on editorial staff of magazine. Have knowledge of commercial advertising. College man. Honorably discharged from Photographic Division, Air Service. Address A-623, care of Editor & Publisher.

Advertising Manager—Solicitor

All-around newspaper experience, followed by two years as magazine representative in Eastern territory has fitted me for work as advertising manager on large Eastern newspaper or assistant advertising manager on metropolitan paper. Age 26, first lieutenant A. S., just discharged from overseas service. Address A-632, care of Editor & Publisher.

Managing Editor—Business Manager

An experienced and successful newspaper man desires position as managing editor or business manager in city of 50,000 or greater. He also carries credentials showing him to be one of the best editorial writers in the West. He is thoroughly reliable and capable and no blusterer. Is immediately available for suitable position anywhere but prefers the West. Can present convincing references and if cannot make good does not desire to be retained. Address C. O. Broxon, Box 87, Boise, Idaho.

Circulation Manager

Circulation Manager looking for position in city of twenty to hundred thousand in Central West. Man with initiative and foresight, a hustler with pep and plenty of work in him. If your circulation department needs a man at the helm, get in touch with me. Am twenty-seven, married, and have never fallen down. Just released from the service. Address A-644, care of Editor & Publisher.

Mr. Editor-Publisher

Do you appreciate the circulation value and reader interest in vitalized and specialized church, literary and dramatic news departments? To be sure, copies of new books may be had for reciprocally gratuitous "canned reviews," and any handy reporter can "cover shows" in an exchange of courtesies, but this is neither literary nor dramatic criticism. Newspaper readers actually want both. I can demonstrate it—I have. If you cannot afford a specialist for each of these departments, why not let me handle a combination of them? Address A-635, care of Editor & Publisher.

Here I Am, Mr. Employer

Energetic and reliable young man of integrity, full of pep and energy, with executive business, general clerical and office experience, with systematic ideas, desires position where he can learn all branches of the newspaper and publishing business, such as reporting, advertising, etc. Address Philip Greenberg, 158 Bergen Street, Newark, N. J.

BUSINESS OPPORTUNITY

Advertisements under this classification forty cents per line. Count six words to the line.

Foreman, two or three linotype operators, and good circulation man may purchase stock at par in good evening newspaper in South and obtain good positions. Stock pays good dividends. City of 15,000. Address A-628, care of Editor & Publisher.

Traveling Newspaper Man

Any newspaper man, traveling, who wishes legitimately to increase income, write A-640, care of Editor & Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Advertising—Circulation

Wanted—Man about 30 with newspaper experience, advertising or circulation, preferably both, to assist manager of afternoon daily in town of 50,000 whose only problem is to beat its own record. Opportunity for advancement. Address A-624, care of Editor & Publisher.

Managing Editor

Strong Southern daily, morning newspaper, wishes to employ capable, live-wire managing editor. This paper now has circulation in excess of 20,000, is still growing and is recognized as the leading paper in its section. Address, stating age, experience, and salary expected, A-626, care of Editor & Publisher.

Circulation Specialist

Wanted: Circulation Specialist. Able to survey field in city of 60,000, inaugurate plans for circulation promotion and carry same out to a successful conclusion. Satisfactory remuneration to right man. Address "Promotion Man," care of Editor & Publisher.

Advertising Display Solicitors

Advertising display solicitors, experienced. Permanent position, rapid advancement. Salary and commission. Write giving references and terms wanted. S. B., Italian Journal, 145 West Twenty-eighth Street, N. Y. C.

Advertising Man

Leading Connecticut newspaper has an opening for a young man in advertising department. This is a fine opening for an energetic young man who has had some experience in soliciting, and who desires an opportunity that will give a broad experience in all copy writing and solicitation. Salary to start, \$25. Address, giving full details, including personal description, Box A-641, care of Editor & Publisher.

Newspaper Man

There is an opening with a New York evening newspaper for a young man 23 to 30 years of age who is desirous of getting metropolitan newspaper experience. Applicant must have good reference and have had some newspaper experience, not necessarily in New York City. Address A-636, care of Editor & Publisher.

SUPPLIES & EQUIPMENT FOR NEWSPAPER MAKING

FOR SALE
20 Page Goss Press
in excellent condition
WANTED
Wish to buy color attachment
L. T. RUSSELL, Publisher,
The Newark Ledger,
Newark, N. J.

Newspaper Equipment FOR SALE
PRESSES—8-page Duplex; 12-page Duplex; 12-page Goss; 16-page Goss; 32-page Goss; 8-page new model, compact, small running expense.
LINOTYPES—3 Model 8, \$2,200 each. 2 Model 3, \$800 each.
INTERTYPE for \$1,150 cash.
Ask for List 21 and List O.
PECKHAM MACHINERY CO.,
Marbridge Bldg., New York City

WANTED
A Motor Driven Fan Blower
for Stereo department, round metal pot, gas equipped. Need mixer connections also. Address A637, care of EDITOR & PUBLISHER.

FOR SALE
One 8-col. STEAM DRYING PRESS
Made by Caps Brothers, Kansas City, Mo.
Platen 27½x30
SPARTANBURG HERALD,
SPARTANBURG, S. C.

FOR SALE
8 Duplex seven column chases
4 Duplex six column chases
4 Six column twin chases
WANTED
Yarger No. 7 Stapling Machine
HASTINGS DAILY TRIBUNE
Hastings, Nebraska

Metal Pot for Sale
6-ton Junior Autoplate Metal Pot, in perfect condition for either single or double Junior Autoplate machine. Address Business Manager, The Evening Star, Washington, D. C.

HOE CONDENSED QUAD
32 pages—7 columns—13 ems—21-inch length—No color—No stereotype equipment.
A BARGAIN
Business Manager, Rocky Mtn. News
DENVER, COLO.

FOR SALE
Eight point and eleven point mats. Also one Colts Universal Press in first class condition.
REVIEW, Alliance, Ohio

500 BRASS LINED MAILING LIST GALLEYS
6½ x 22¼ in. inside, all in good condition, for \$1.00 each
The Star, Kansas City, Mo.

FOR SALE—Twenty-four page rebuilt Potter Press with color attachment together with full stereotype equipment. This press is still erected and can be seen in operation in Sioux City, Iowa. The price of \$5,000 is cheap enough to justify an inspection trip. THE SIOUX CITY TRIBUNE, Sioux City, Iowa.

EDITOR & PUBLISHER classified ads reach just the kind of people you want in your establishment.

THE ALBANY (N. Y.) KNICKERBOCKER PRESS has for sale 1 Thompson type caster, in excellent condition, and 2 new steel storage cabinets for Composing Room. The latter have never been uncrated.

\$40,000 cash in hand
for first payment on most desirable newspaper property offered. Interests in large properties carrying management will be considered. All locations considered. Proposition S. K.
Charles M. Palmer
Newspaper Properties
225 Fifth Avenue New York

CONSOLIDATION
is the recognized route to large returns in nearly every line of commercial industry. We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation. We have a record of results in this difficult work that you should investigate.
HARWELL & CANNON
Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

You MUST Use the LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

COURIER-JOURNAL ISSUES "MARSE HENRY" EDITION

(Continued from Page 32)

was a tribute from his pencil character "Hambone," familiar to all readers of the Memphis paper.

A notable feature of the edition was in the group of letters and cablegrams from Paris and London, conveying appreciations of Mr. Watterson from Premier Lloyd-George, Lord Balfour, M. Tardieu, Peace Commissioners White, Lansing, House and Bliss, General Pershing and Admiral Sims. Each of these was displayed in a two-column box with a one-column half-tone of the person sending the greeting.

Greetings from Overseas

Secretary of the Navy Daniels and Postmaster General Burleson, representing the Administration at Washington; Chairman McChord, of the Interstate Commerce Commission, Federal Trade Commissioner Murdock, a number of Senators and "Uncle Joe" Cannon, who served in the House with Mr. Watterson during the Tilden-Hayes election contest in 1876-7, all sent expressions typifying the high place Mr. Watterson has in the estimation of men in public life regardless of political affiliation.

And as a capstone to all these other tributes the press of the nation poured forth its praise in generous measure. Heading the list came Frank P. Glass, editor of the Birmingham News, and president of the American Newspaper Publishers Association. Editor & Publisher of the Fourth Estate voiced high tributes to Mr. Watterson, these expressions being displayed in one-column boxes.

From Press of America

As a special supplement there was issued with each copy a reproduction of Mr. Watterson's latest portrait, painted in the Summer of 1918 by Louis Mark, the New York artist, and to hang in the Manhattan Club, New York. This reproduction, eleven and one-half by seventeen and one-half inches, was printed in three colors on a flat-bed press in sepia-tone on heavy calendared India-tint paper quite suitable for framing.

The Marse Henry edition reached Mr. Watterson on Monday morning at his winter home in Miami, Florida, a complete surprise. The Courier-Journal with Mrs. Watterson's aid had conspired to keep the secret from Mr. Watterson, going so far as to censor all papers going into Florida of issues containing announcements of the Marse Henry edition.

No advertising whatever appeared in the special Marse Henry sections of thirty-six pages.

The roster of contributors to this special edition includes the names of men who dominate world affairs as well

as of outstanding Americans—Cabinet members, senators, representatives, governors, authors, clergyman, educators, poets, actors, labor leaders, editors and publishers and prominent newspaper workers, cartoonists and artists. More than fifty editors of leading daily newspapers contributed special tributes to the veteran leader of the great guild.

Biography of "Marse Henry"

Henry Watterson was born in Washington, February 16, 1840. His father had succeeded James K. Polk as Representative from a district in Tennessee. He is able to recall the great political figures of the period just preceding the war of the sections. Andrew Jackson trotted him upon his knee and John Quincy Adams would romp with the boy and get him books from the Congressional Library. He got his first impressions of life, as he has expressed it, "from political camp fires and party battles."

In the period when the forces destined to oppose each other in the greatest of the civil wars of the world were gathering form and substance at the national capital, young Henry Watterson was a reporter with a seat in the press galleries of the Senate and House. His forbears were Kentuckians, who had gone to Tennessee. When the storm broke he gave to the cause of the Confederacy "all that he was and all that he had."

Was Master Reconstructionist

He became a factor in Louisville journalism in 1868, when he succeeded the brilliant George D. Prentice as editor of the Journal, consolidating it that same year with the Courier, creating the Courier-Journal. The partnership thus established between Henry Watterson and Walter N. Haldeman, continued until the latter's death.

In the period of reconstruction in the South the strong, sane counsels of Henry Watterson, his uncompromising opposition to public policies which would perpetuate sectionalism and race hatreds, counted large in the effort to restore national unity. To his courage and vision are due, in great measure, the reconstitution of the Democratic party on national lines, first made a fact in the leadership of Samuel J. Tilden, who was Mr. Watterson's "discovery" in a political sense and who was bitterly opposed by the reactionary elements in the party.

Through his editorial work and his lectures Mr. Watterson has probably done more than any other man to establish a nation-wide understanding and appreciation of the character and ideals of Abraham Lincoln.

While his Lincoln lecture appealed strongly to Northerners its greatest value was in changing the natural prejudices of Southerners to a just and fair appraisal of the character of the great emancipator.

Throughout the changing conditions

of life and of ideals in the great Republic, Marse Henry has continued to be both interpreter and mentor. His fame is linked with the fortunes of the Courier-Journal. One name will always recall the other. At the end of fifty years of service he had thought to retire—but the new owner and publisher, Judge Robert W. Bingham, persuaded him to remain as editor-emeritus.

Installs 800-Line Phone Board

The constant growth of the time and labor saving telephone in modern newspaper offices was recently illustrated, when the three-position negative type telephone switchboard in the dome of the New York World Building, which has done service since 1900, gave way to a modern latest type board arranged for four operators with a normal growth of two more. There are 180 local stations in the World office and thirty trunk lines connecting it with Central, and the new board can take up to 800 extensions. It took two full weeks to install the new board.

Berger Will Continue to Edit

MILWAUKEE, March 4.—Victor L. Berger has announced that he will continue to act as editor of the Milwaukee Leader, despite his sentence to twenty years' imprisonment in the Federal Penitentiary at Leavenworth, Kan., for having violated the Espionage act. He says he will simply refrain from making any anti-war speeches or writing any anti-war editorials.

Jury Decides for Newspaper

KANSAS CITY, March 1.—The suit for damages for alleged libel brought by R. W. Corman, a deputy sheriff, against the Post has been decided in favor of the paper by the jury. The Post contended that no libel was intended and that conditions in Corman's territory were bettered after the exposé. The officer asked damages of \$150,000.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor & Publisher

742 Market Street
SAN FRANCISCO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.
Established a Quarter of a Century.

Full-car Paper Orders.

WASHINGTON, D. C., March 1.—Cooperation on the part of paper buyers in the conservation of car space is asked by C. B. Phillips of the car service section of the United States Railroad Administration in his current report. He says: "We urge consignees to place their orders for maximum carloads when possible. If not able to do so, we ask that they club with other consignees in their section in order to buy full carloads."

The Following Newspapers
are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA
Birmingham.....NEWS
Average circulation for June, 1918,
Daily, 48,896; Sunday, 83,795. Printed
2,865,884 lines more advertising than its
nearest competitor in 1917.

CALIFORNIA
Los Angeles.....EXAMINER
A. B. C. Audit reports show largest
Morning and Sunday circulation. Great-
est Home Delivery.

GEORGIA
Atlanta.....DAILY
GEORGIAN AND SUNDAY AMERICAN
Circulation daily, 62,537; Sunday, 109,
287. The largest 3c afternoon circula-
tion in America. The greatest Sunday
circulation in this section of the South.

ILLINOIS
Joliet.....HERALD-NEWS
Circulation, 18,100.

IOWA
Des Moines.....SUCCESSFUL FARMING
More than 800,000 circulation guaran-
teed and proved, or no pay. Member
Audit Bureau of Circulations.

LOUISIANA
New Orleans.....TIMES-PICAYUNE

MONTANA
Butte.....MINER
Average daily, 14,905; Sunday, 23,676,
for 6 months ending April 1, 1918.

MISSOURI
St. Louis.....POST-DISPATCH
Daily Evening and Sunday Morning.
Is the only newspaper in its territory
with the beautiful Rotogravure Picture
Section.

The POST-DISPATCH sells more papers
in St. Louis and suburbs every day in
the year than there are homes in the
city.

Circulation for entire year 1918:
Sunday average.....353,177
Daily.....189,796

NEW JERSEY
Asbury Park.....PRESS
Elizabeth.....JOURNAL
Paterson.....PRES-GUARDIAN
Plainfield.....COURIER-NEWS

NEW YORK
Buffalo.....COURIER & ENQUIRER
New York City.....
IL PROGRESSO ITALO-AMERICANO
New York City.....DAY
The National Jewish Daily that no gen-
eral advertiser should overlook.

OHIO
Youngstown.....VINDICATOR

PENNSYLVANIA
Erie.....TIMES
Wilkes-Barre.....TIMES-LEADER
TENNESSEE

Nashville.....BANNER

TEXAS
Houston.....CHRONICLE
The Chronicle guarantees a circulation
of 50,000 daily and 59,000 Sunday.

VIRGINIA
Harrisonburg.....DAILY NEWS-RECORD
Largest circulation of any daily paper
in the famous valley of Virginia.

WASHINGTON
Seattle.....POST-INTELLIGENCER

Take It To POWERS

Open 24 Hours out of 24
The Fastest Engravers
on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

Concentrate, Gentlemen, Concentrate!

—Study Pennsylvania, for instance!

Many of us are getting new ideas on this advertising and selling business.

While it is not to be denied that carefully thought out phrases, elaborately embellished with high art illustrations, done on 133 screen and reproduced on scored and super-calendered book paper are attractive; while it is true that widespread distribution, scattered from Maine to California, from Montreal to the City of Mexico, attract attention—it is equally true that the Kaiser's attempt to lick the whole world attracted attention—but both failed because they tried to take in too much territory.

It doesn't pay, always, to be hoggish; neither does dress parade drill win wars.

Taking a territory that is small enough to WATCH and then watching that territory will pay, and pay BIG.

Advertising in daily newspapers may not be so handsome, BUT IT GETS HOME, and it is sufficiently elastic to enable us, not only to tell about our GOODS, but at the same time to tell about our local DEALERS who SELL our goods to their home folks.

And, at that, it is less expensive. It is more direct. It is more effective.

Take, for instance, the list of Pennsylvania newspapers printed here. They are alive, alert HOME newspapers of the BEST cities of the state of Pennsylvania—one of the best states in the Union. Get your merchandise in the towns in which they are published, tell the people in these towns about your goods and you have a market—and a market that you can watch all the time. It will grow, too.

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	New Castle News (E).....	12,503	.025	.025
Altoona Mirror (E)	22,265	.04	.04	Oil City Derrick (M)	6,135	.023	.018
Altoona Times (M)	14,940	.025	.02	Philadelphia Record (M)	123,277	.25	.25
Bethlehem Globe (E)	6,175	.025	.025	Philadelphia Record (S)	133,680	.25	.25
Chester Times & Republican (M & E)	13,174	.04	.03	Pittsburgh Dispatch (M)	{ 63,285 }	.12	.08
Connellsville Courier (E)	6,996	.015	.025	Pittsburgh Dispatch (S).....		.19	.14
Easton Express (E)	8,368	.02	.02	Pottsville Republican (E)	11,533	.0329	.0329
Easton Free Press (E)	15,835	.025	.025	Scranton Republican (M) ...	28,534	.08	.07
Erie Herald (E)	8,632	.02	.02	Scranton Times (E)	35,344	.08	.07
Erie Herald (S).....	8,491	.02	.02	West Chester Local News (E).	11,962	.03	.03
Harrisburg Telegraph (E)	26,451	.045	.045	Wilkes-Barre Times-Leader (E)	20,292	.05	.035
Johnstown Democrat (M)	9,841	.03	.025	York Gazette (M)	15,026	.03	.03
Johnstown Leader (E)	8,039	.015	.015				
Lancaster Intelligencer and News-Journal (M & E) .	21,098	.05	.05				

Government statement October 1st, 1918.

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1,000 ADVERTISING AGENTS' COMPETITION

**"The Keystone"
in the Arch
of New York City Newspapers**

BECAUSE over 90% of the GLOBE'S 180,000 readers reside in Greater New York and comprise, in the main, discerning families—

BECAUSE of success in keeping its news columns substantial, reliable and free from ill-founded reports of every description—

BECAUSE of unbounded confidence of the GLOBE'S readers in every article listed in the GLOBE'S "Pure Food Directory"—and, consequently, the phenomenal results derived from food-product and allied advertising in its columns—

BECAUSE of the scope and comprehensiveness of its appeal, which gives it a grip on the Home Life in New York City and suburbs enjoyed by few newspapers—and

BECAUSE of its fair and square cooperation with advertisers and their agents to make advertising in its columns profitable to them — (tho' never permitting pressure from advertisers to sway its editorial attitude)—

THE GLOBE

occupies the commanding position of a "keystone" among the newspapers of the Metropolis, offering advertisers a bigger, more economical "buy" in covering Greater New York than any other newspaper having a larger total circulation!

By a rigid policy of INDEPENDENCE, FEARLESSNESS, ACCURACY, HONESTY and DECENCY throughout its long and useful career, the New York GLOBE stands to-day as the "Economy-Buy" for advertisers of practically every article salable to the multitudes comprising its vast, concentrated field—GREATER NEW YORK.

"Just Beyond the 125th Milestone"

THE NEW YORK GLOBE

JASON ROGERS, Publisher

The Oldest Daily Newspaper in America

MEMBER A. B. C. 180,000 NET PAID CIRCULATION

(This advertisement, prepared by Danielson & Son, Providence, R. I., does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

